JULY 30, 1956

35c PER COPY

BROADCASTING TELECASTING

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as $744.7 Million
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25TH
year

BUSINESSWEEKLY OF
DIO AND TELEVISION

16% more viewers per rating point!

The dominant station serving Richmond, Petersburg and Central Virginia

	Number of TV homes in Grade B area	TV homes per rating point projected to Grade B area
WXEX-TV	205,000	2,050
STATION B	175,400	1,754
STATION C	174,800	1,748

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers **58.3** more TV homes than does Station B.

Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

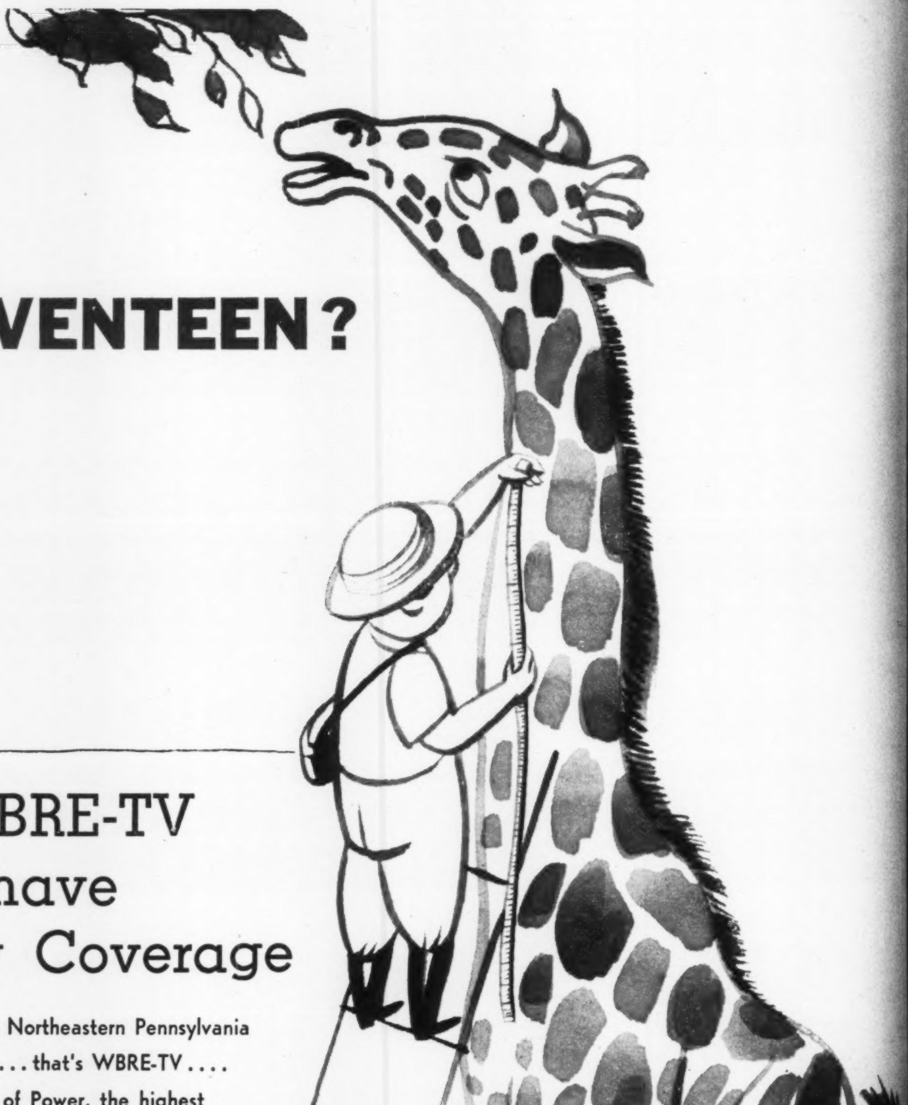
NBC BASIC—CHANNEL 8

Tom Tinsley, President

Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

. . . NOT SEVENTEEN?



YES . . . WBRE-TV does have a 17 County Coverage

To reach the Top TV audience in Northeastern Pennsylvania there is only one station to buy . . . . that's WBRE-TV . . . . which gives you a Million Watts of Power, the highest program ratings, a colossal set count of *315,000, the Nation's 24th market with a population of almost 2,000,000, 33% more coverage than the second station and 60 to 400% more than all the other TV stations in the market.

WBRE-TV is the local, regional and National advertisers' logical medium to reach the 400,000 families on N. E. Pennsylvania with a buying potential of nearly $2,000,000.

* RETMA Report of April, 1956

It is a Zoological fact that the height of a Giraffe from the bottom of its front feet to the top of its head has towered 17 feet and more . . . the better to reach the choice tender leaves.

WBRE
TV Channel 28
WILKES-BARRE, PA.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE LACKAWANNA LYCOMING COLUMBIA*
SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
SNYDER MONTOUR CARBON

The Radio Leader in Des Moines!

KRNT

A COWLES OPERATION

DES MOINES RADIO----CBS

72 FIRSTS OUT OF 72 QUARTER HOURS

In NEW Pulse Survey!

TUNE-IN UP - - - COST PER THOUSAND DOWN!

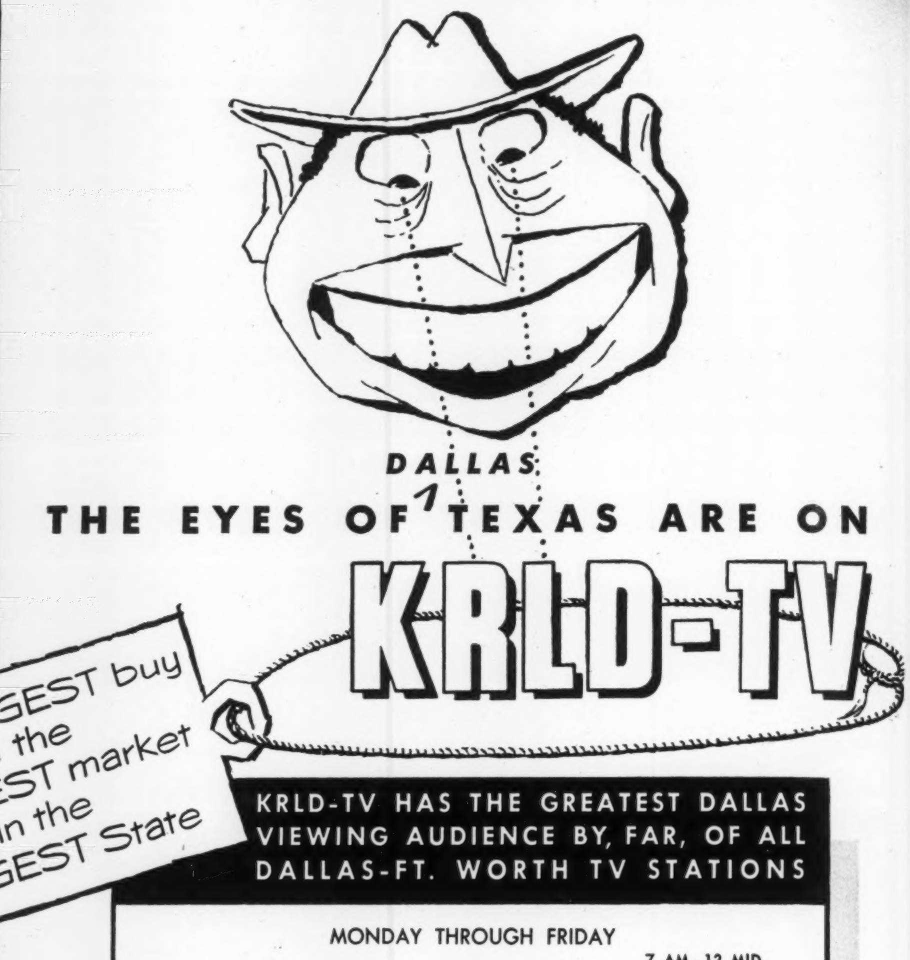
KRNT Leads Morning, Afternoon and Evening!
. . . and has for years and years!

KRNT Is Your Basic Buy In Iowa!

KATZ HAS ALL THE FACTS ON THE STATION WITH THE FABULOUS PERSONALITIES AND THE ASTRONOMICAL RATINGS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

1521 FEET
CBS



THE EYES OF DALLAS TEXAS ARE ON KRLD-TV

KRLD-TV HAS THE GREATEST DALLAS VIEWING AUDIENCE BY, FAR, OF ALL DALLAS-FT. WORTH TV STATIONS

MONDAY THROUGH FRIDAY

STATION	7 AM - 12 MID. AVERAGE AUDIENCE
KRLD-TV	**41%**
STATION B	29%
STATION C	22%
STATION D	8%

SUNDAYS

STATION	7 AM - 12 MID. AVERAGE AUDIENCE
KRLD-TV	**48%**
STATION B	31%
STATION C	12%
STATION D	9%

These averages have been determined by the use of the Telepulse Report, Dallas Metropolitan Area, April, 1956.

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS . . . . . .

Channel 4 Dallas

MAXIMUM . . . . POWER

Owners and operators of KRLD — 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit

CBS NOW IN ACT • Philadelphia federal grand jury investigation of NBC-Westinghouse swap of Philadelphia-Cleveland stations now has been extended to CBS. Company records and memoranda bearing on Westinghouse-NBC, it's understood, have been subpoenaed by grand jury, which previously had examined top executives of both NBC and Westinghouse. It's presumed that data sought covers not only affiliation matters but also Westinghouse sponsorships on CBS networks.

B•T

NARTB this week is mailing to its "opinion leader" list new brochure titled "Americans Speak Out for Free Tv." It quotes independent surveys, newspaper polls and letters to FCC as overwhelming vote of confidence for present system of free broadcasting as against pay television. "Opinion leader" list includes members of Congress, governors, college presidents, school superintendents and others in upper strata, to extent of about 3,000 names.

B•T

MONEY IN THE POT • Still cooking on front burner is $10 million dollar offer of J. H. Whitney & Co. for Midwest radio-tv properties (one vhf tv and one am in major market, plus one uhf tv and 250-watter in secondary) with likelihood that it will go one way or other this week [CLOSED CIRCUIT, July 23]. Stations' identities not revealed by B•T in event principals decide not to sell. Acquisitions would give Whitney company (Jock is brother-in-law of CBS Chairman William S. Paley) its third and fourth CBS-TV affiliates. Whitney now owns ch. 6 KOTV (TV) Tulsa and controls ch. 11 KGUL-TV Galveston-Houston.

B•T

FRANK P. SCHREIBER, former vice president and general manager of WGN-AM-TV Chicago, is functioning in executive capacity these days at Chicago Local 1031 of International Brotherhood of Electrical Workers. He's assistant to President Frank Darling, with whom he's enjoyed close personal friendship for years. It seems better than even bet, however, he will return eventually to radio-tv.

B•T

INTERESTING QUESTION • There will be surprise in "dissenting" opinion of FCC Comr. John C. Doerfer on transfer of Miami's WQAM from *Miami Herald* to Todd Storz' Mid-Continent for $850,000—approved by FCC at its final pre-recess meeting July 26—official announcement of which is being withheld until Doerfer opinion is ready. Mr. Doerfer, instead of chastising Mr. Storz' giveaway contest operations, will pose question whether FCC shall regulate "by lifted eyebrow" or whether it should frankly admit to Congress and to broadcasters that it has no power to involve itself in programming.

FORMER FCC Comr. Frieda B. Hennock, who entered private law practice in Washington upon expiration of her term year ago, on Aug. 1 leaves law firm of Davies, Richberg, Tydings, Beebe & Landa. It is understood she plans to open her own law office, specializing in communications and administrative matters.

B•T

SUGG'S SOJOURNS • With approval by FCC fortnight ago of $3.5 million sale of ch. 13 WTVT (TV) by Tampa Television Co. to WKY Radiophone Inc. (Oklahoma Publishing Co. subsidiary, which also owns WKY-AM-TV Oklahoma City and WSFA-AM-TV Montgomery, Ala.), P. A. (Buddy) Sugg, executive vice president and general manager of OPC's broadcast properties, personally will manage Tampa facilities, spending three weeks each month there. Eugene B. Dodson, now assistant manager of WKY-AM-TV, becomes resident manager of those stations upon formal transfer.

B•T

WHATEVER happened to Dr. Edward Bowles, MIT professor, and his ad hoc *committee of engineers? They're not in limbo, although news of activities has been mighty slim in recent months. Report to Senate Commerce Committee has been drafted by subcommittee under Ralph Harmon, Westinghouse Broadcasting Co. This draft was submitted to Dr. Bowles, who hopes to get full committee to okay it so it can be submitted to Senate by mid-September. Proposal is, unless changed by full committee, for major Congressional appropriation so FCC can farm out research contracts among universities and laboratories to make independent audit of spectrum from technological as well as economic and social viewpoint.*

B•T

BRANCH OFFICE: SEATTLE • Kenneth Cox, special counsel of Senate Commerce Committee on its tv investigation, returned last week to his home in Seattle to resume his regular law practice, but he also will establish committee branch office there to handle assignments from Chairman Warren G. Magnuson (D-Wash.) and to complete editing of transcript and preparation of final draft report. There are still some 4,000 pages to be digested.

B•T

BEFORE embarking for Seattle, Counsel Cox and Nicholas Zapple, communications expert of committee, spent couple of days in New York checking on "talent end" of network-syndication operations in tv. That phase was launched early this year, and then dropped to give full attention to allocation (vhf-uhf) controversy. It's logically presumed that at new Congress next January, talent aspects will figure prominently, notably in connection with exclusive arrangements by networks, and activities of talent booking agencies like MCA and Wm. Morris organization.

B•T

MATERIALIZING • Shuffling of NBC-TV's fall nighttime program plans still in process but probable outcome is beginning to take form. It's all still unofficial but Goodyear and Alcoa reportedly have now agreed to cut their alternate sponsorship of Sunday 9-10 p.m. period from 26 to 20 apiece, with 10 of remaining 12 being filled by *Bob Hope Chevy Show* on monthly basis and other two to be filled by "one-shots." Dinah Shore, who had been slated to share Tuesday nights with Hope under Chevrolet sponsorship, seems headed for Friday 9-10 period once a month, while Tuesday 8-9 time is apt to be filled by half-hour shows three nights out of four. Hallmark's six Maurice Evans productions seem destined to move from Sunday afternoon to Sunday evening time, some at 7:30-9 p.m. and others at 9-10:30.

B•T

NEGOTIATIONS are underway for sale of ch. 5 WJNO-TV West Palm Beach (NBC and CBS affiliations) by Theodore Granik-William H. Cook and WJNO that city, to John H. Phipps, owner of WCTV (TV) Thomasville, Ga., WTAL Tallahassee and WTYS Marianna, both Fla., for sum in excess of $750,000. Sales agreement may be signed this week.

B•T

BIG 10 PLANS • Big 10 is on the threshhold of precedent-departing deals involving its live basketball and filmed football packages. On former, innovation in network tv is involved with proposed formation of independent network comprising 30-plus tv stations in conference's seven state area. Newly-formed Sports Network Inc., New York, which has been serving as sort of cable broker with AT&T, is handling deal now and obtaining station clearances. Plan is to sell 13-game series (starting Dec. 15) to one national advertiser or two co-sponsors. If that fails to materialize, co-op arrangement among stations is seen possible by Big 10.

B•T

RE BIG 10 football: Conference, which has been faced with stops and starts on its fall filmed football highlights package, has finally decided on syndication, now that ABC and one other party have dropped option. Arrangement has been approved by Big 10 Tv Committee and officials and is now in selling stage.

B•T

ONLY BEGINNING • Any notion that Celler monopoly subcommittee has let down on its investigation of business of television broadcasting and regulation can be written off. Attorneys and investigators of committee last week resumed their examination of files of networks, advertising agencies and talent offices in New York.

No matter who asks the question in OMAHA the answer is KOWH

HOOPER
PULSE
TRENDEX

46.8%!—that's the average share of audience Hooper (June-July) gives KOWH. Latest Trendex for Omaha-Council Bluffs gives KOWH top spot in every time period. Latest Pulse gives KOWH top spot in 204 out of 240 daytime quarter-hours. KOWH has placed first in audience year after year . . . consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH OMAHA

"The STORZ Stations" *Todd Storz, President*

WDGY, Minneapolis-St. Paul	KOWH, Omaha	WHB, Kansas City	WTIX, New Orleans	WQAM,* Miami
Represented by Avery-Knodel, Inc.	Represented by H-R Reps, Inc.	Represented by John Blair & Co.	Represented by Adam J. Young, Jr.	Represented by John Blair & Co.

** Transfer subject to FCC approval.*

at deadline

7% OF HOMES HAVE MORE THAN ONE TV; FARM CIRCULATION SHOWS MARKED GAIN

SEVEN percent of homes in large cities have more than one tv receiver, according to Census Bureau analysis of February sample study which showed 73% of all U. S. homes have tv sets [B•T, May 21]. About 4% of all tv homes have more than one tv set. Study was conducted by bureau for Advertising Research Foundation, including NARTB, networks, agencies and advertisers.

Rural farm sets increased from 42% to 53% between June 1955 and February 1956, whereas large-city circulation rose at slower rate, 81% to 84%.

Bureau found tv circulation increased from 67% to 73% of all households between its first study in June, 1955 and last February's study. Only 12% of homes had tv sets in 1950 at time of decennial census. Recent circulation has increased fastest in areas that had smallest tv ratio year ago.

Lowest ratio of sets found in South, where regional increase was greatest—55% to 62%. Northeast had highest concentration. Homeowners (78%) are more likely to have tv sets than renters (65%). Smaller households are less likely to have set than larger households.

Following are households with tv sets by region, inside and outside metropolitan areas:

	% With Sets Feb. '56	% With Sets June '55
United States	73	67
Inside standard metropolitan areas	82	78
Outside standard metropolitan areas	59	50
Urban places	65	56
Rural territory	55	46
Northeast	82	80
Inside standard metropolitan areas	84	82
Outside standard metropolitan areas	75	69
North Central	79	72
Inside standard metropolitan areas	86	81
Outside standard metropolitan areas	69	59
South	62	53
Inside standard metropolitan areas	76	71
Outside standard metropolitan areas	50	40
West	66	62
Inside standard metropolitan areas	78	74
Outside standard metropolitan areas	46	41

Following are households with tv sets, by size of household:

Size of household	% With Sets Feb. '56	% With Sets June '55
All households	73	67
1 person	40	36
2 persons	69	64
3 persons	79	73
4 persons	85	79
5 persons	83	78
6 persons or more	75	66

Charles Thieriot Survives Sea Crash; Brother Lost

U. S. COAST GUARD Friday reported that Ferdinand (Pete) Thieriot, 39, circulation manager of *San Francisco Chronicle* (KRON-TV) and wife Frances were among *Andrea Doria* passengers listed as "missing and presumed dead" after sea tragedy (story, page 74) but that their son Peter, 13, was saved. Thieriot family boarded ill-stricken vessel in Gibraltar. Mr. Thieriot was one of grandsons of *Chronicle* founder, Mike deYoung. Among survivors is Charles Thieriot, brother, president of KRON-TV.

Succor for the Stranded

EVENTS moved swiftly at KDKA-TV Pittsburgh Friday morning.

Three survivors of the *Andrea Doria* were brought to the studio by a local representative of the Italian Line—Frank Macchione; Julia, his wife, and Katherine (Kadey), their nine-month daughter. Mr. Macchione, who had been working in Chicago, was bringing his family from Italy to live in Pittsburgh.

The Macchiones were put on Pat Kiely's *Woman's Angle* program.

And then the switchboard jam started. In a brief interval, clothes, food, a home and a job for Mr. Macchione were provided. Offers kept pouring in for hours. Mr. Macchione, who speaks English, told about the family's rescue by the *Ile de France*, whose passengers gave them clothing. A welfare agency gave them train fare to Pittsburgh.

RCA Says Radar Blameless

RCA issued statement Friday that "present indications are that the radar was in no way responsible" for accident last Thursday when liners *Stockholm* and *Andrea Doria* collided (see story, page 72). Information, RCA said, was provided by officials of Swedish-American line in response to request from Radiomarine Corp. of America, RCA subsidiary, to inspect RCA-manufactured radar equipment aboard *Stockholm*. RCA reported that radar equipment on *Stockholm* was serviced by Radiomarine technician last Wednesday when liner was docked in New York and ship's officer checked and approved radar units while technician was still aboard.

It's Now RKO Television

GENERAL Teleradio's film division will change its name to RKO Television, a division of RKO Teleradio Pictures, officials reported Friday. Change is effective immediately. Robert Manby continues to head unit as vice president of RKO Television. (See story, page 56).

AFFAIR OF STATE

ALL downtown Chicago department stores have banded together for first time in common advertising campaign to promote special "State Street Days" observance Aug. 8-10, with heavy emphasis on radio. Total of 117 spot announcements has been allocated Aug. 6-10 on five radio stations, along with newspaper space, for event sponsored by State Street Council to lure shoppers to Loop. It marks first time also that store buyers have ordered special merchandise (no markdowns) for any occasion and are using common theme ("three great days to save on the world's greatest shopping street"). Stations are WMAQ, WGN, WBBM, WLS, WIND. Success of promotion will determine size of budget for next year's campaign when use of tv is planned, it was reported.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

LYSOL'S BIGGEST • Lehn & Fink (Lysol brand disinfectant), N. Y., planning widest advertising campaign in its 70-year history, understood to be set to sponsor, beginning early in fall, two daytime shows on NBC-TV. Advertiser announced it would start on *Queen for a Day* Aug. 7. Other show, as yet unannounced officially, reportedly will be *It Could Be You*. O. G. (Red) Kennedy, general manager of L&F sales division, said that "by aiming our sales messages directly at our two most important customers, the housewife and the career woman, via television and a long list of national magazines, we expect greater consumer coverage and sales interest than ever before." McCann-Erickson, N. Y., is agency.

WESTERN WHOPPER • Boyle-Midway, Inc., N. Y., maker of household products, including Aero-Wax, Griffin shoe polish, Sani-Flush and 3-in1 Oil, has signed 52 week contract effective Aug. 1 for five quarter-hours weekly of Frank Hemingway newscast in 80 stations of Don Lee, Intermountain and Arizona networks, it was announced Friday by Norman Boggs, vice president in charge of sales for Don Lee. Agency: J. Walter Thompson Co., N. Y.

LAXATIVES ON TV • Dr. Caldwell's (laxative) Div. of Sterling Drug, N. Y., planning television spot announcement campaign to break Sept. 3 and run through end of year in about 70 markets. One-minute spots, daytime only, will be used. Carl S. Brown, N. Y., is agency.

MONARCH ON RADIO-TV • Monarch Wine Co. (Manischewitz kosher wines), Brooklyn, N. Y., reportedly planning extensive spot radio and television campaign to break in October. Number of markets not set but campaign understood to involve 10 to 20 spots per week on 13-week basis. Agency: Emil Mogul Co., N. Y.

DOLL DEALS • American Character Doll Co., N. Y., in process of signing its fall schedule with a syndicated show—Associated Artists production *Popeye*—in 50 major markets, and network show, *Super Circus*, on ABC-TV. Latter contract still in the negotiation stage.

POLITICAL PURCHASE • New York State Democratic Committee Friday was buying time on statewide network of ABC-TV stations for coverage of Gov. Averell Harriman's Aug. 2 address to preconvention dinner in Albany, 10-10:15 p.m. EDT.

TWO WEEK TRY • Golden Gift orange juice, through Kastor, Farrel, Chesley & Clifford, N. Y., breaking two-week radio spot announcement campaign Aug. 6 in nearly dozen markets.

Q-TIPS SPOTS • Q-Tips Inc., (sterilized swabs), Long Island City, N. Y., planning 13-week spot announcement campaign starting Sept. 10 on 16 radio stations in about 10 markets. Lawrence C. Gumbinner, N. Y., is agency.

Continues on page 9, column 3

There's A Best Buy In Every Market...

and in

KANSAS CITY SYRACUSE
PHOENIX and OMAHA
it's **The Meredith Station:**

Here's Why

Smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management—these are the things which make one station stand out in every market.

The 8 Meredith stations have all of these factors. That's why discriminating local advertisers buy their local Meredith station. National spot buyers also know that the smart buy in Kansas City, Syracuse, Phoenix and Omaha is the Meredith station!

MEREDITH *Radio and Television* **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. JOHN BLAIR & CO BLAIR TV, INC.

at deadline

NBC Radio Signs WKJG As Replacement for WOWO

SECOND market which it "lost" through disaffiliation of Westinghouse radio stations has been regained by NBC. It's completed negotiations with WKJG Fort Wayne, 5 kw Mutual affiliate (1380 kc), as successor to Westinghouse's 50 kw WOWO as NBC outlet there. WKJG, owned by Northeastern Indiana Broadcasting Co. and under general managership of Edward G. Thoms, reportedly is set to take virtually entire NBC lineup today (Mon.).

Earlier, NBC signed WHK Cleveland, Mutual minority stockholder as well as affiliate, to succeed KYW as affiliate in that area (story, page 58). Still sought: successors for KDKA Pittsburgh and WBZ Boston.

IBEW Files Heavy Attack To Remote Control Proposal

INTERNATIONAL Brotherhood of Electrical Workers Friday loosed heavy attack on NARTB's petition to allow all radio stations to be operated by remote control. In 40-page comment on NARTB request (filed last February and proposed as FCC rule-making last April), IBEW asked that industry petition be dismissed without hearing or argument. Material filed by NARTB, IBEW said, "fails to make out a case for the proposed rule-making."

At same time, IBEW filed petition with FCC for rule-making to require all stations using remote control of transmitter to be capable of functioning in Conelrad system. Present rule permits remote control of radio stations with up to 10 kw power and omni-directional antenna. NARTB proposal would extend this to all stations, no matter what power or type of antenna. In addition to legal points raised by IBEW in its opposition, union also claimed NARTB data supporting its position does not stand up. IBEW listed outage reports on 32 radio stations, 19 of which operated with 50 kw. This showed that these 32 stations operated 254,931.2 hours during year, but were "out" for 25 hours, 23 minutes and 39 seconds.

FCC Urged to Keep Peoria Vhf Channel by WIRL-TV

WIRL-TV Peoria, Ill., which late last month received ch. 8 no-construction grant conditioned on possible deintermixture there, Friday asked FCC to reconsider rule-making proposal which would move ch. 8 to Rock Island, Ill. WIRL-TV said Peoria needs vhf service whereas Rock Island already is serviced by ch. 4 WHBF-TV there and ch. 6 WOC-TV Davenport, Iowa.

New request for rule-making was filed by Bayou Broadcasting Corp., permittee of ch. 40 Baton Rouge. Bayou proposes switching ch. 18 Jackson, La., for ch. 40 at Baton Rouge. If effected, Baton Rouge would have chs. 2, 18, 28 and 34 (educational).

Following were comments on overall rule-making proceedings: WICC (TV) Bridgeport, Conn. (ch. 43), endorsed FCC's long-range uhf plan, but suggested as interim measure to uhf shift that Commission give case by case consideration to vhf allocations at less than current minimum separations.

WWLP (TV) Springfield, Mass. (ch. 22), asked FCC to reconsider report and order insofar as it proposes increasing maximum uhf power from 1,000 kw to 5,000 kw; suggests revision of order so that over 1,000 kw powers will be issued on case by case basis.

WMGT (TV) Pittsfield, Mass. (ch. 19), requested FCC to reject application for ch. 10 Vail Mills, N. Y., filed by WCDA (TV) Albany, and any subsequent applications until final decision on proposal to delete that channel.

RCA First Half Sales Show Gain; Earnings Drop

SALES of products and services of RCA and subsidiaries totaled $526,488,000 for first six months of 1956, gain of 8% over previous record established during same period of 1955, Brig. Gen. David Sarnoff, board chairman, announced Saturday.

Earnings after federal income taxes amounted to $20,037,000 as compared to $22,061,000 for first half of 1955. After preferred dividends, net profit represents $1.32 per share earnings on common stock, as against $1.46 for first half of last year.

Second-quarter 1956 sales totaled $251,640,000, also representing 8% gain over like period of 1955. Common-share earnings for second quarter amounted to 47 cents as compared to 62 cents in same 1955 period.

Compact New Tv Tube Is Announced by RCA

DEVELOPMENT of new, small Vidicon camera tube—No. 6326-A—for use in compact color tv cameras using method of simultaneous pickup of film or live subjects, announced Friday by RCA Tube Div., Harrison, N. J.

For use in color tv camera, three such tubes are needed—one for each channel—to produce needed "information" to create color tv image. In black-and-white cameras, 6326-A (boasting resolution of about 600 television lines) is said to provide picture "of high quality for broadcasting or industrial tv applications."

Warner Deal Formalized

PRM Inc. reported Friday formal signing of contract whereby PRM acquired from Warner Bros. film library of more than 750 feature films and 1,500 short subjects. Signing took place in Wilmington, Del., last Thursday. Since memorandum of sale March 1 [B•T, March 5], PRM has acquired control of Associated Artists Productions, New York, tv film distribution company which has been distributing Warner Bros. library and other tv film products.

DuMont Labs Report Loss

ALLEN B. DuMONT Labs last Friday reported loss of $484,000 for first six months of 1956 after tax carryback credit of $608,000, compared with loss of $1,249,000 for comparable period of 1955. Sales for first half of 1956 were listed at $22,471,000, as against $29,741,000 in 1955 period.

Texas U Suspends Operation

KBMT (TV) Beaumont, Tex. (ch. 31), wired FCC Friday that it was suspending operations "temporarily" Aug. 1. Station, affiliated with NBC and ABC, did not amplify.

PEOPLE

CHARLES H. DISSMORE, assistant general sales manager, White King Soap Co., Los Angeles, named acting sales manager succeeding **E. C. HOFFMAN,** resigned. Firm has no present plans to replace **WILLIAM J. TORMEY,** vice president and director of sales and advertising, who also resigned. **LAWRENCE W. NOLTE** continues as advertising manager. Major western radio-tv advertiser, White King recently named Erwin, Wasey Co., Los Angeles, to handle account and revised campaign with new basic selling theme will be announced about mid-August.

JOHN L. GWYNN, media director, and **HILLIARD S. GRAHAM,** mechandising director, elected vice presidents of Erwin, Wasey & Co., Chicago, it will be announced today (Monday) by **FREDERICK J. WACHTER,** general manager of office. They will continue in present positions.

REGINALD L. DELLOW, former media and research director at The Allman Co., Detroit, and previously with D. P. Brother & Co., appointed media director at Grant Adv. Inc., Chicago. He succeeds **LEONARD F. THORNTON,** resigned.

IRWIN RESS, formerly with Foote, Cone & Belding, N. Y., to McCann-Erickson, N. Y., as account executive in sales development department on Bulova watch account.

THEODORE R. PAULSON, office manager, Atlanta office, J. Walter Thompson Co., to Kenyon & Eckhardt, Atlanta, as account executive. Mr. Paulson had previously been an account executive at JWT, San Francisco, and also had been with Benton & Bowles.

MILLIE T. TRAGER, director of public relations, Raymond Spector Adv., and publicity director, Hazel Bishop, both N. Y., has resigned both posts effective immediately. Miss Trager has been with agency six years and with Hazel Bishop since its inception. She also is member of agency's plans board and consultant in copy and tv departments. **HARRIET LEVY,** assistant to Miss Trager, also has resigned.

CHARLES B. STRAUSS, advertising and sales promotion manager, Sacony Fashions, to Ogilvy, Benson & Mather, N. Y., as account executive.

Funeral services were to be held Saturday for **KEITH BALDWIN,** 49, CBS Radio Spot sales development representative, Detroit, who died Thursday in Grosse Point Cottage Hospital after prolonged illness. Before joining CBS Radio Spot Sales year ago, Mr. Baldwin was sales manager at WAKR Akron and before that in similar post at WERE Cleveland. He also has been with WGAR Cleveland, WKRC Cincinnati, WBAP Fort Worth, WFAA Dallas and WPAY Portsmouth, Ohio. Survivors include wife Henriette and two daughters, Sue, 14 and Barbara, 13.

• BUSINESS BRIEFLY

Continues from page 7, column 3

RADIO CAMPAIGN • Chapstick Co. (Chap Stick), Lynchburg, Va., planning radio spot announcement campaign—early morning and evening spots plus adjacencies to disc shows and news programs—for 13 weeks in more than 50 markets, using one or two stations in each market. Starting date on northern stations will be Oct. 1; in South, Oct. 15. Lawrence C. Gumbinner, N. Y., is agency.

BABY BUSINESS • Clapps Baby Food Div. of Duffy-Mott, N. Y., planning to add about nine markets and renew in about 45 markets radio spot announcement campaign starting Sept. 3 for 52 weeks. Young & Rubicam, N. Y., is agency.

the week in brief

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TELECASTING

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NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

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*Reg. U. S. Patent Office

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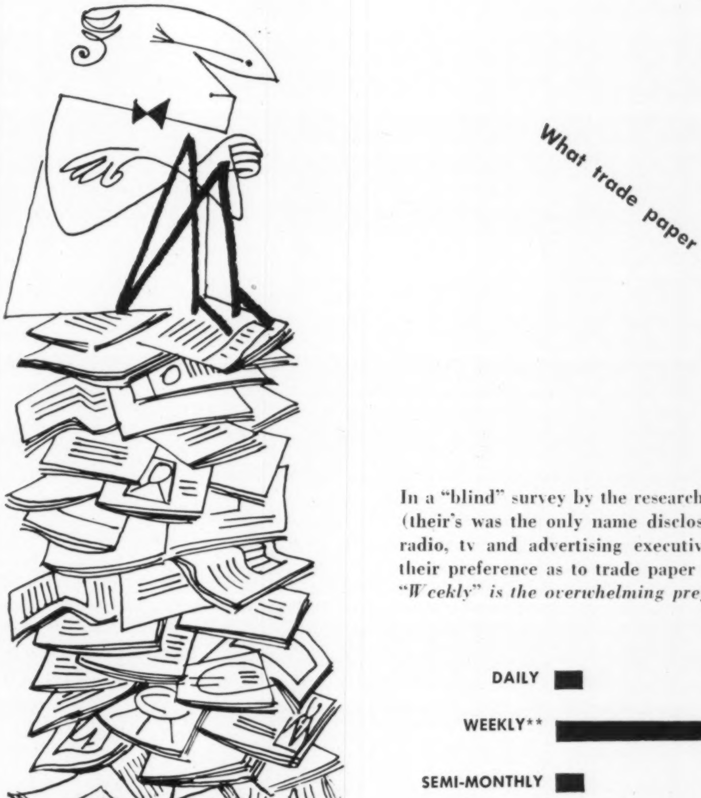
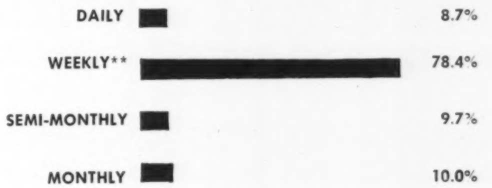


What trade paper frequency do you prefer?

In a "blind" survey by the research firm of Erdos and Morgan (their's was the only name disclosed) conducted this spring, radio, tv and advertising executives were asked to indicate their preference as to trade paper frequency.
"Weekly" is the overwhelming preference.[*]



BROADCASTING TELECASTING

[*] 4,584 executives were queried. 1,936 replied.

[**] B•T, as you know, is a weekly.

Ziv proudly presents...TV's

Already bought by:

COORS BEER . . . in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas
HEKMAN BISCUIT . . . in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima
NEHI BOTTLING . . . in Grand Rapids
SEALY MATTRESS . . . in Toledo, Lima
BLUE CROSS . . . in Buffalo

KSL-TV . . . Salt Lake City
KOPO-TV . . . Tucson
KOB-TV . . . Albuquerque
KPHO-TV . . . Phoenix
KBOI-TV . . . Boise
KTTV . . . Los Angeles
. . . and others.

America

“DR.C

MAC

in the exc

His office a
CROSSROAD OF
ADVENTURE!

People from
ALL WALKS OF LIFE
SEEK HIS HELP!

ALL-HOLLYWOOD CAST!
SUPERIOR SHOWMANSHIP!
ELABORATE STAGING!
NEW YO
CINCINNA
HOLLYWO
CHICAGO

Warm! Friendly!

The kind of man you'd want for your family physician and friend!

V's NEWEST HERO!

rica Favorite Family Show!

HRISTIAN"

Starring

DONALD CAREY

exa ng role of Young "Dr. Mark Christian"

SO TRUE-TO-LIFE
YOUR VIEWERS
"LIVE" EVERY
MOMENT!

PULSATING
with new
EXCITEMENT

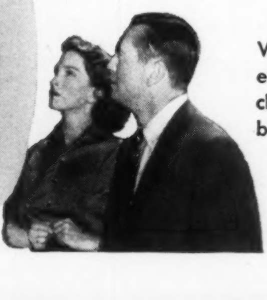
PACKED
with new
ADVENTURE

SPARKLING
with new
ENTERTAINMENT

PRODUCED IN ZIV's LAVISH BIG-TIME WAY!

Truly a series to quicken the heartbeat of your community, increase SALES of your product!

ZIV Television



WRITE or PHONE for an early audition. Markets are closing fast . . . yours may still be open!

HURRY!

"A PACKED HOUSE EVERY PERFORMANCE"

"MY FAIR LADY" starring Rex Harrison and Julie Andrews

The box office principles of the theater certainly apply to television. In particular, WICU television. This only-VHF station within a hundred miles attains a "standing room only" rating every time it stages a show or dollies-in a camera.

Talk about show business — and buyers are always talking about the business they get from WICU — the box office speaks for itself. Network blue chip programming that normally attains a national Telepulse rating of 25.3 climbs to the top of the bar graph for a dominant 54.5 in the Erie market.

For a "packed house every performance" in the nation's number 1 test market, contact your Petry man today.

A LOOK AT THE BOX OFFICE*

	NATIONAL	WICU
DINAH SHORE	9.6	43.5
FIRESIDE THEATRE	25.3	54.5
FORD THEATRE	23.8	54.3
LIFE OF RILEY	24.0	56.0
MICKEY MOUSE CLUB	19.5	33.6
GROUCHO MARX	35.4	55.3

*Telepulse, February, 1956

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Detroit • San Francisco • St. Louis • Los Angeles

The Texas Story

EDITOR:

CONGRATULATIONS ON THE TERRIFIC TEXAS STORY [B•T. July 23]. TRULY THE BEST I HAVE EVER READ.

W. D. (Dub) Rogers, Pres.
KDUB-AM-TV Lubbock, Tex.

EDITOR:

. . . A very interesting story on Texas. In it is important information on the cattle industry. For the past 31 years, I have had a spare time business hobby of collecting interesting information and yarns about the cattle. I am particularly anxious to get further details on the use of the helicopter in handling cattle on the range . . .

Will A. Foster, V. P.
Borden Cheese Co.
New York

[Mr. Foster has been sent the information he requested.]

The Other Side

EDITOR:

Here is a copy of a letter to George W. Patton, general manager of WMBL Macon, Ga. [OPEN MIKE, July 23]:

"I was most happy to hear from you in regard to our recording of the 'Gettysburg Address' but very disappointed in your reaction. With a national release and in a great country such as ours, we naturally encounter different tastes and opinions but I am sure that we all agree on the principles set forth by Lincoln in this great address.

"It was with this idea in mind that we decided to record both versions of this great work, realizing that by so doing we could reach more of the American public, both young and old. Both Lou Kimsey, editor of *Dig*, the teenage magazine, and myself, after getting the national reaction to Lord Buckley's article in *Dig* on 'The Discovery of America' in 'hip,' decided that this would be the best possible way to bring this vital message to the teenagers of this great land. It was with this thought that this 'hip' translation was produced.

"In these times, with teenage delinquency rampant, we sincerely believe that anything we can do to bring this true American story to the youth of America is vital . . ."

Lyle Griffin, Pres.
Hip Records, Hollywood, Calif.

Mr. Hartnett Clears Things Up

EDITOR:

The article, "House Explores Blacklist Hassle" [B•T, July 16] . . . contains several errors . . . On page 30, column three, the impression is conveyed that I am in a business of "clearing" people and that I now charge fees "for help in getting jobs." This impression is directly counter to my sworn testimony . . . I am hired by advertising agencies, sponsors and networks to "check" names proposed to me, to ascertain . . . affiliation . . . with the Communist Party or with communist "fronts" and causes. I report the facts (supported by documentation) to my clients, and give my opinion on the significance of the facts. My clients make the final decisions. I cannot "clear" anyone. . . .

In only one case have I asked for a research fee from a representative of an individual having a Communist-front record. Arthur P. Jacobs, the well known Hollywood public relations man, wrote me in 1953 and asked me if I could supply a documented report on his client, actress Kim Hunter, who wanted to "clear" herself. . . . I answered Mr. Jacobs that I could furnish a research report and that it . . . would cost him $200. . . . Mr. Jacobs is well paid for his professional efforts. There is no reason why I should work for him for free. However, had Miss Hunter directly sought my information and advice, I would have assisted her at no fee whatever. . . .

. . . The B•T story specifically says that I "asked $200 as (my) fee for clearing the name of Kim Hunter." . . . Here is the final paragraph of my letter to Art Jacobs, as I wrote it and as I read it in my sworn testimony . . .:

"I am sure you and Miss Hunter, who is a talented woman, realize that no individual and no agency or committee can 'clear' her. That is a job she alone can do—not merely by a statement acknowledging and repudiating past mistakes, but by concrete pro-American acts. For her country's sake, for her own sake, and for her admiring public's sake, I hope she will do so."

. . . Referring again to the B•T story, it is wrong when it states I testified I forwarded letters to Messrs. Sokolsky and O'Neil from persons in Hollywood. Messrs. Sokolsky and O'Neil forwarded copies of such letters to me and to other individuals and organizations. . . .

Vincent W. Hartnett
New York

[EDITOR'S NOTE: In regard to Mr. Hartnett's letter, B•T believes, without taking sides, that anyone who is engaged in the business of "checking," "researching" and "analyzing" a person's past or present communist or communist-front affiliations, to use Mr. Hartnett's words, is acting as a "clearance" agent when such documentation is used in determining the employability of such a person in the radio-tv industry. B•T did not and does not imply that such a "clearance" agent exercises or has the power to remove or discount such associations, even if the person concerned subsequently acknowledges and repudiates them, publicly or otherwise.]

Conelrad Opportunity

EDITOR:

We wonder how many broadcasters, in returning to the air after the Conelrad blackout Friday (July 20), took the opportunity to remind listeners of the importance radio plays in their lives, and of how much they depend on radio.

Too many folks (advertisers included) take radio for granted. The Conelrad test was a wonderful opportunity for folks to realize they'd miss the entertainment, enlightenment and companionship of radio if all stations were silenced for an extended period.

Things are taken pretty much for granted by most of us, until we're forced to do without. So with radio. WFPA got this point across when we returned to the air after the test with a three-minute promotion entitled **"Fifteen Minutes Without Radio."** . . .

George Gothberg, Pres.
WFPA Ft. Payne, Ala.

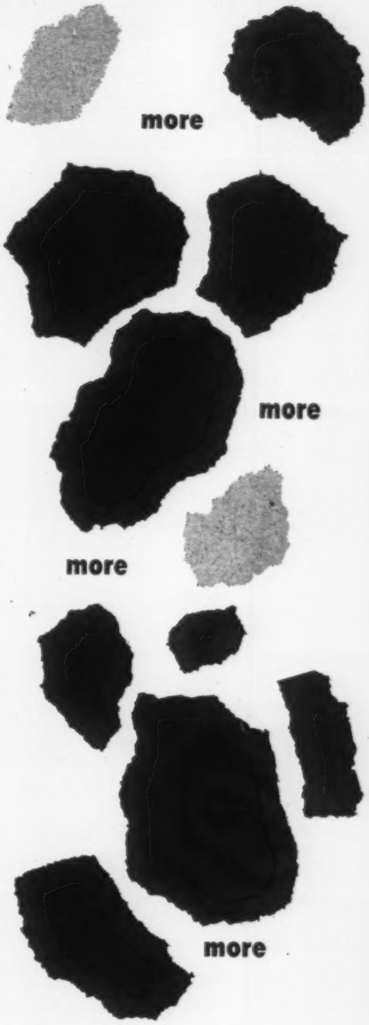
Wrong Impression

EDITOR:

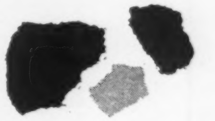
An area television station chooses to present its *Sports Final* each evening with two announcers seated in front of the camera, holding a newspaper before them. Even though the paper bears the banner "SPORTS FINAL," the impression is given that they are reading the sports items directly from the paper.

At WETZ, we are proud of our news coverage. In addition to the Associated Press radio wire and Mutual's news features, we maintain a full time local news editor to gather and edit the local news. . . . It seems to me that we radio and television broadcasters should be proud of our own news media and not give the impression we are dependent upon a newspaper for our news items.

Harry G. Bright, Pres. & Gen. Mgr.
WETZ New Martinsville, W. Va.



The best success story in the world is universal client acceptance!



KSL-TV, with nearly 25 percent more spot accounts on the air during the past four quarters than the nearest competitor, has a real sales success story.*

For more information and spot availabilities, call **CBS-TV SPOT SALES,** or

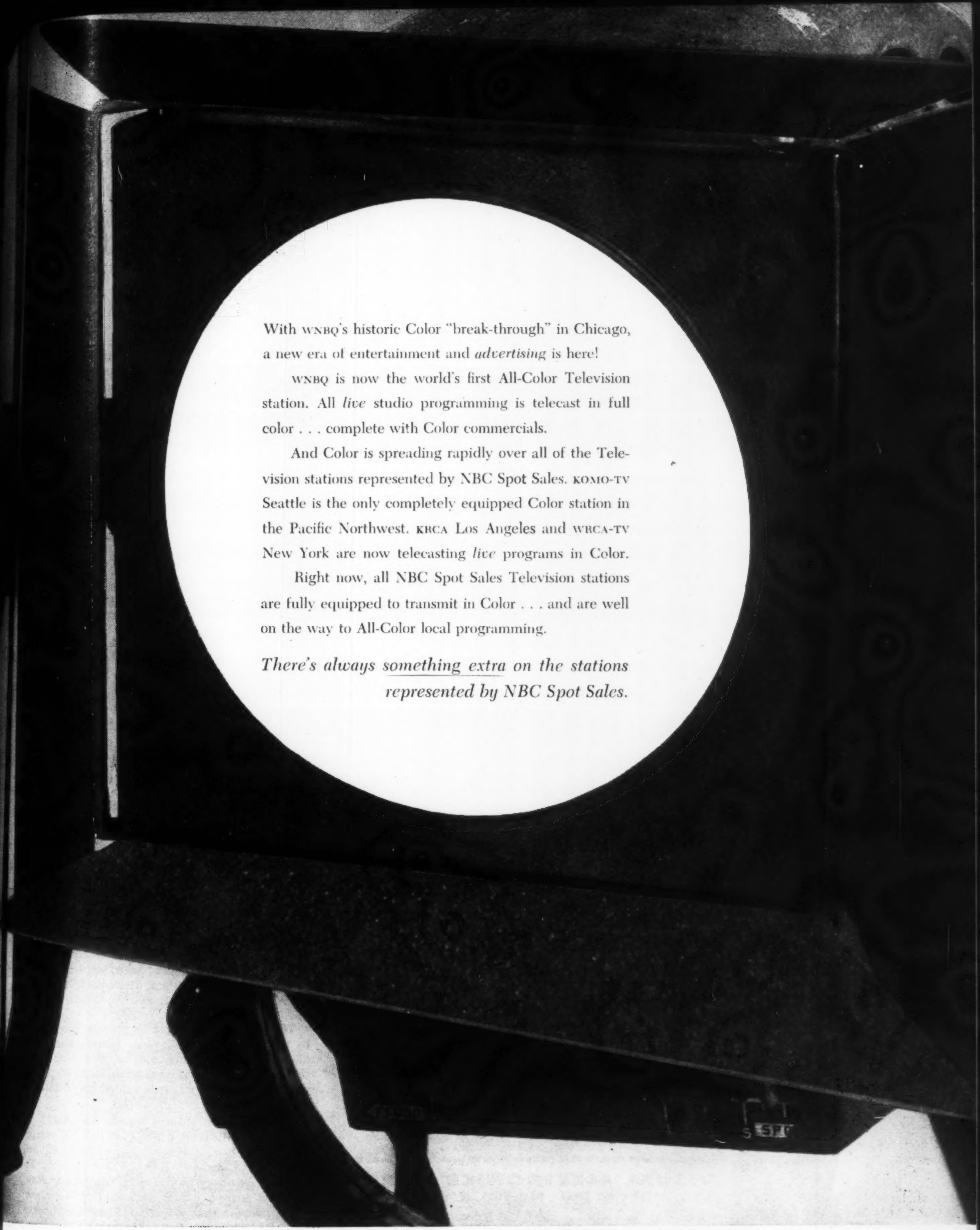
*Rorabaugh Reports

KSL-TV
Salt Lake City

selling 39 counties in 4 Western States

putting
the
spot
on
local color!

WNBQ AND **WMAQ,** CHICAGO, ARE SOLD BY NBC S



With WNBQ's historic Color "break-through" in Chicago, a new era of entertainment and *advertising* is here!

WNBQ is now the world's first All-Color Television station. All *live* studio programming is telecast in full color . . . complete with Color commercials.

And Color is spreading rapidly over all of the Television stations represented by NBC Spot Sales. KOMO-TV Seattle is the only completely equipped Color station in the Pacific Northwest. KRCA Los Angeles and WRCA-TV New York are now telecasting *live* programs in Color.

Right now, all NBC Spot Sales Television stations are fully equipped to transmit in Color . . . and are well on the way to All-Color local programming.

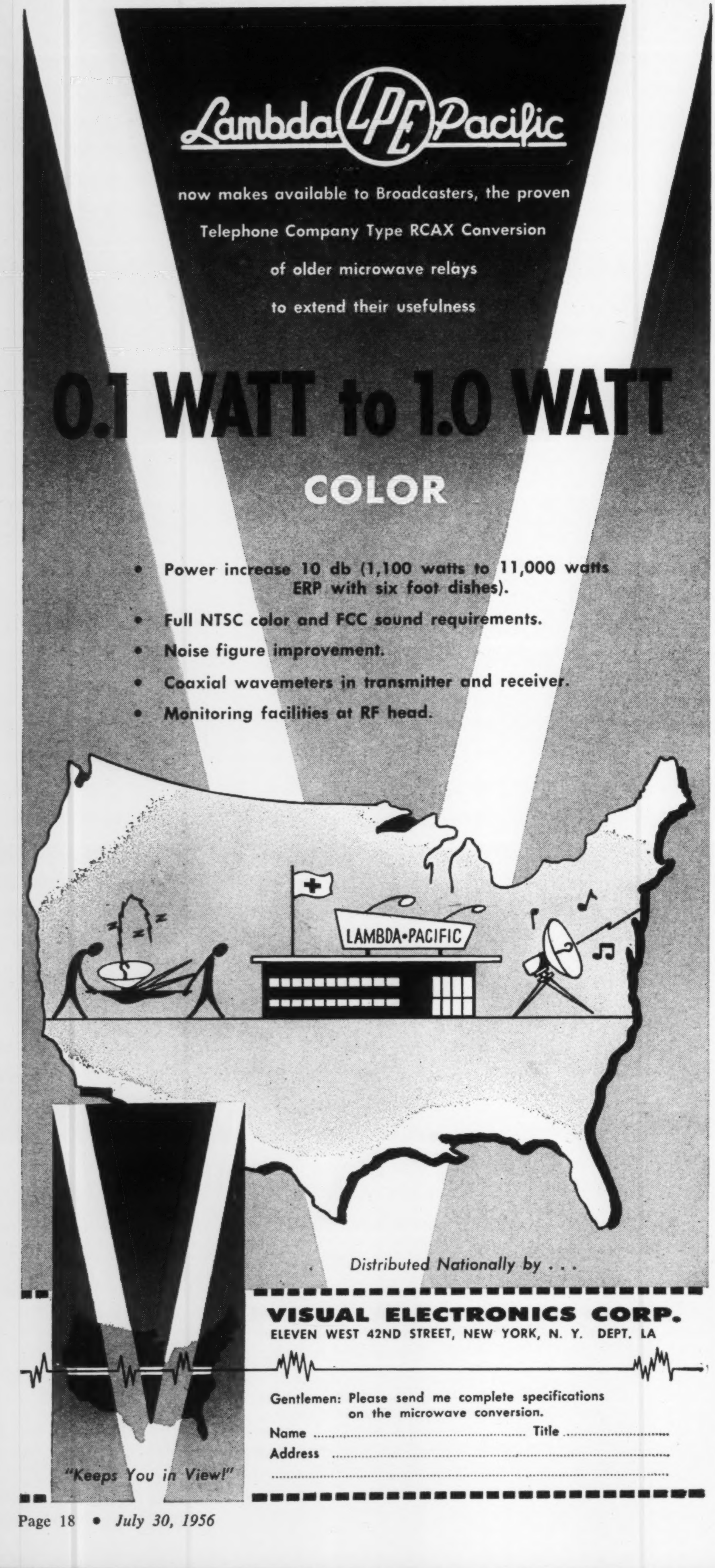
There's always something extra on the stations represented by NBC Spot Sales.

SPOT SALES

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
SCHENECTADY-ALBANY-TROY **WRGB**
PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**
BUFFALO **WBUF-TV**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**
SEATTLE **KOMO, KOMO-TV**
LOS ANGELES **KRCA**
PORTLAND, ORE. **KPTV**
SAN FRANCISCO **KNBC**
HONOLULU **KGU, KONA-TV**

AND THE NBC WESTERN RADIO NETWORK



Lambda LPE Pacific

now makes available to Broadcasters, the proven Telephone Company Type RCAX Conversion of older microwave relays to extend their usefulness

0.1 WATT to 1.0 WATT

COLOR

- Power increase 10 db (1,100 watts to 11,000 watts ERP with six foot dishes).
- Full NTSC color and FCC sound requirements.
- Noise figure improvement.
- Coaxial wavemeters in transmitter and receiver.
- Monitoring facilities at RF head.

Distributed Nationally by . . .

VISUAL ELECTRONICS CORP.
ELEVEN WEST 42ND STREET, NEW YORK, N. Y. DEPT. LA

Gentlemen: Please send me complete specifications on the microwave conversion.

Name .... Title ....

Address ....

....

—IN REVIEW—

OF ALL THINGS

GAY, chatty, informal, light and breezy—those adjectives, so appropriate to the summer season, just about sum up *Of All Things,* half-hour weekday morning show on CBS-TV with Faye Emerson as star, interviewer and mistress-of-ceremonies that is replacing the *Garry Moore Show* for a six-week spell.

High spot of last Tuesday's show, second telecast of the new series, was a monolog by Cliff Norton which would have convulsed this viewer if he'd been watching with a group in the evening but which seemed somehow out of place for solitary watching at 10:20 a.m. For the rest of the half-hour, Faye interviewed five teen-age youngsters from foreign lands, now living in New York because their fathers are working at U. N. headquarters there; Jack Haskell and Ilene Woods, regular vocalists on the program, sang pleasantly in spite of an annoyingly over-cute presentation; Del Sharbutt did much better by Best Foods mayonnaise than the commercial copy deserved. Copy was written in doggerel: sample rhyme: "potatoes" and "rates oh's."

Opinion, after one viewing: A basically enjoyable program with a few irksome flaws that should not be hard to eliminate. Suggestion: In the fall this could make a fine early evening series.

Production costs: Approximately $40,000 per week.

Sponsored on multiple sponsorship basis on CBS-TV, Mon.-Thurs., 10-10:30 a.m. and Fri., 10-11:30 a.m.

Star: Faye Emerson; vocalists: Jack Haskell and Ilene Woods; announcer: Del Sharbutt; orchestra: Bill Clifton.

Producer: Bryon Paul; director: Ken Whelan; written by: Virginia Schone, Lois Peyser, Hank Miles, Chuck Warner and Charles Slocum.

THE CHEVY SHOW

THE MUSIC of Fred Waring and the Pennsylvanians has a characteristic heart appeal. The 40th anniversary show July 24, looking briefly backward but dwelling more in a timeless present, carried this emotional impact, temperate and well-mannered. The mood was broken only by a few minutes wasted in presenting an award for charity work to the maestro.

The joyful, singing show was a good blend of musicianship and showmanship. Dances and simple sets contributed to the visual effect, but the emphasis was always where it belonged—on orchestra and singers, who not only sang in chorus, but sometimes danced while doing it. Versatile solo singers often accompanied themselves.

Their program ranged from vintage songs by the old four- and 12-piece Waring bands to later standards popularized by glee club and orchestra on tour and on records. Mr. Waring's modest commentary between numbers sustained the rosy mood.

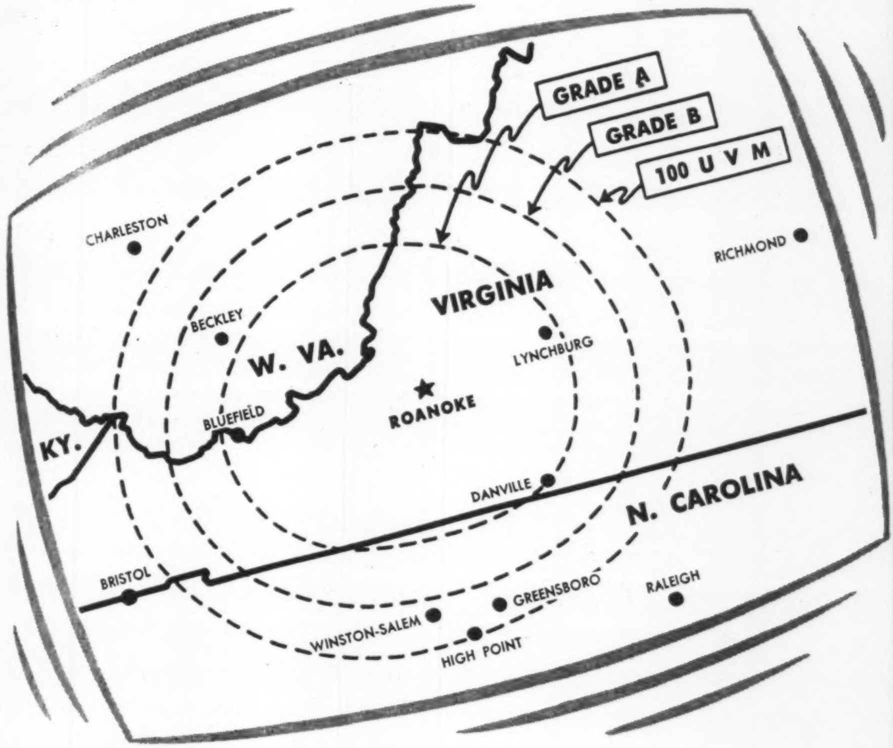
Production costs: Approximately $50,000.

Sponsored by Chevrolet Motor Div., General Motors Corp., through Campbell-Ewald, on NBC-TV, Tuesday, July 24, 8-9 p.m. EDT.

Producer-director: Bill Hobin; staged by: Ray Sax; writer: Jack Dolph; choral director: Jack Best; orchestral and choral arrangements: Harry Simeone, Roy Ringwald, Livingston Gearhart and Hawley Ades; settings: Burr Smidt; costumes: Jerry Boxhorn.

Cast: Poley McClintock, Tom Waring, Fred Waring Jr., Bob Sands, Patti Beems, Frank Davis, Gordon Goodman, Leonard Kranendonk, dancers M'Kay and Charles, glee club and orchestra.

WDBJ-TV *moves to* TOP!


GRADE A
GRADE B
100 U V M
CHARLESTON
RICHMOND
BECKLEY
VIRGINIA
W. VA.
LYNCHBURG
ROANOKE
BLUEFIELD
KY.
DANVILLE
N. CAROLINA
BRISTOL
GREENSBORO
RALEIGH
WINSTON-SALEM
HIGH POINT

TOP POWER
316,000 watts

TOP ELEVATION
2,000 Ft. above average terrain — 3,936 Ft. above sea level

NOW . . . 63-county total coverage!

WDBJ-TV goes to maximum power — 316,000 watts — about mid-August . . . backed by a power-packed viewer promotion program throughout its coverage area of more than 2½ million population. All Western Virginia and portions of North Carolina and West Virginia are included in this rich market where retail sales total about 2 billion dollars annually.

Here's the breakdown in population that will be reached by WDBJ-TV: grade A coverage, more than 862,000; grade B, nearly 700,000; 100 MV, over 1,045,000. Home city — Roanoke — is one of the 50 fastest growing cities of over 100,000 population in the U. S. The WDBJ call letters have been a familiar voice in the area for over 32 years.

For your copy of WDBJ-TV's county outline map with principal cities shown, write the Station directly or ask Peters, Griffin, Woodward.

CBS TELEVISION
EXCLUSIVE AFFILIATE

WDBJ
CBS
television

CHANNEL 7

Owned and Operated by *TIMES-WORLD CORPORATION*

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

In Matters of TV... It's

PRESTIGE BEGINS AT HOME

When Burdine's, Miami's oldest department store, ran a huge, closed-circuit TV "Color Cavalcade", the television personalities were drawn exclusively from WTVJ, channel 4

FIRST IN TALENT

RALPH RENICK

JACKIE PIERCE

ALEC GIBSON

JIM DOOLEY

JACK CUMMINS

UNCLE DAN

HOWARD BROWN

HELEN RUTH

LEE TAYLOR

ALENE HOLDAHL

BONNIE GIBSON

DEL FRANK

FRANK WILCOX

ALAN KEYS

NOAH TYLER

BOB WEAVER

CBS
TELEVISION NETWORK

Basic Affiliate

Call your Peters, Griffin, Woodward Colonel for the complete WTVJ story.

WTVJ
Channel 4
MIAMI

Always WTVJ in S. Florida

. . . and no wonder

FIRST IN EXPERIENCED PERSONNEL

WTVJ's staff of 189 TV-trained personnel is the largest and most experienced of any station in the South. Twenty-nine engineers and twenty-two production personnel have a total of 268 years of experience with WTVJ Television.

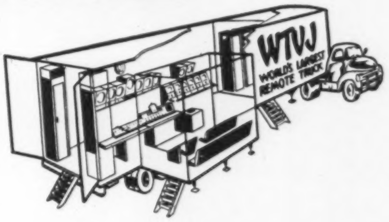
FIRST IN FACILITIES

WTVJ's facilities are unequalled by any other South Florida Television Station.

Full 100,000 watts power • 15 studio and remote cameras • 1,000 ft. tower • Complete network and local facilities • Award-winning merchandising department • Three studios.

WORLD'S LARGEST REMOTE UNIT

Designed and built by WTVJ's own staff of engineers, who have worked as a team for over 7 years.



. . . so, no wonder
WTVJ IS THE STATION THAT DOES SO MANY NETWORK ORIGINATIONS FROM FLORIDA.

FLORIDA'S FIRST TELEVISION STATION

WTVJ
Channel 4
MIAMI

Only 3 STATIONS

are POWERFUL enough
and POPULAR enough
to register audiences
in radio surveys of

All Three Major Markets

of Southern California.

OF THIS TOP TRIO KBIG is:

- √ **First in San Diego** (America's 19th market)
- √ **Second in San Bernardino** (America's 32nd market)
- √ **Third in Los Angeles** (America's 3rd market)
- √ **The only independent**
- √ **The least expensive**
- √ **The lowest cost-per-thousand listeners.**

Any KBIG or Weed Account Executive would like to show you the documents.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to CARRINGTON WOOD DOEBLER

IN THE continuing competitive scramble for radio-tv station supremacy in the nation's second largest market, the role of a "trouble-shooting" executive is not one to be taken lightly, nor a responsibility to be envied.

C. W. Doebler has such a role as executive assistant to H. Leslie Atlass, CBS vice president in charge of the central division and general manager of WBBM-AM-TV Chicago. Mr. Doebler has primary responsibility for the day-to-day, operational mechanics of the network's Chicago radio-tv operations. One of his present duties involves keeping an executive eye on the station's "blue baby"—a set of blueprints of the reconverted Chicago Arena into which all facilities, to be known as CBS-Chicago, eventually will be moved.

The realignment stemmed from FCC's reallocation of ch. 4 in Chicago and ch. 2 in Milwaukee, CBS' purchase of Balaban & Katz' WBKB (TV) Chicago (now WBBM-TV), WBBM-TV's channel dispute with Zenith Radio Corp. and the separation of CBS-Chicago's major departments into radio and television.

Shortly thereafter, Mr. Doebler became executive assistant to Mr. Atlass. He has been filling the position with quiet, meticulous efficiency since early 1955, following two years as sales promotion manager of WBBM-AM-TV. Soft-spoken in word and mild-mannered in approach, he belies the characteristics usually attached to a trouble-shooter in an organization generally conceded to be rather autonomous as network divisional operations go.

Carrington Wood Doebler was born in Kirkwood, Mo., Sept. 18, 1912. He moved around considerably in his youth, partly because of his mother's health and climatic conditions. He lived in Gallup, N. M., and in Lawton and Enid, Okla., before going to Texas where he attended Amarillo High School. Hard times struck the family and the youth, after completing his junior year, dropped out of school in 1929 because the Doebler's couldn't afford his books. He took a job as a receiving and shipping clerk at White & Kirk Dept. Store. Before long, Mr. Doebler became advertising manager, holding that position for 11 years. He also freelanced on copy and layouts for the *Amarillo Daily News* and *Globe,* jointly-owned morning and afternoon newspapers.

Turning the '40s, Mr. Doebler put this same promotional acumen to work for the *Shreveport Times,* whose salesmen were too burdened with many of their own accounts for such special promotions as "Dollar Day" and other events. Once again, he proved his mettle as a copy-layout expert and "idea" man. He later became advertising manager of one of Shreveport's larger department stores, Selber Bros.

Mr. Doebler was persuaded to put his sales promotion talents to work in radio in 1943, joining the staffs of KWKH and KTBS Shreveport, where he organized the stations' first sales promotion department. Before the division of ownership of KTBS and KWKH, Mr. Doebler moved to KMOX, the CBS owned and operated station in St. Louis, as sales promotion manager.

After two years at KMOX, in March 1947, Mr. Doebler joined with Oliver Ford to form Ford & Doebler Adv. Agency in Shreveport, La., specializing in department store, oilfield equipment and other accounts. Before the agency folded in 1950, at least half of its clients, most of which previously had never maintained agencies, were using radio. Mr. Doebler then rejoined KMOX and two years later was transferred to WBBM sales promotion.

Reorganization of CBS Central Div. got underway in earnest after FCC's approval of the merger of ABC with United Paramount Theatres Inc., the sale of the facilities of WBKB from UPT to CBS for $6 million and the Commission's dismissal of Zenith Radio Corp.'s bid for ch. 2 (which it had used experimentally since 1939). WBBM-TV operation began officially on Feb. 10, 1953.

Shortly after these changes, Mr. Doebler was placed in charge of sales promotion for WBBM-AM-TV. When radio and tv were separated in line with CBS policy, separate departments were set up for sales promotion, public relations and publicity. In February 1955, Mr. Doebler was promoted to executive assistant, succeeding Newell T. Schwin. He hired Tom Dawson for tv and Al Greenberg for radio sales promotion.

The multi-million Chicago Arena project has proved to be a vast undertaking of problems not anticiptaed. "We found that allocations originally made for some departments were either over-adequate or inadequate," says Mr. Doebler. WBBM-TV began moving last March and "it's possible we can be in overall basic operation there by the end of the year," he adds.

With the move to these new facilities, "CBS-Chicago will continue to develop good shows for its advertisers with the purpose of originating more and more shows of network calibre," Mr. Doebler said. In keeping with a gradual transition into color tv, technical provision has been made in the new CBS-Chicago facilities toward this eventual objective. "At any time there is sufficient demand for color television, we'll be on the air with it," he says.

Mr. Doebler is described by his associates as a likeable guy socially (they refer to him as "The Reverend"). His hobby is carpentry. He lives in Lombard, Ill., with his wife (the former Lucille Martin) and their five children, Ginny, Anne Marie, Glenn, John and Deborah, ranging in age from 2 to 15 years. He belongs to the Broadcast Adv. Club of Chicago.

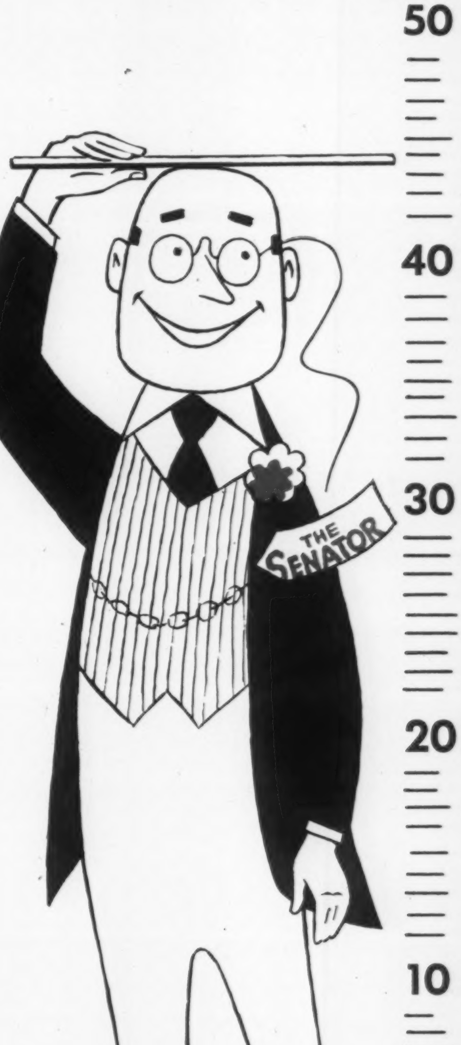
● Still Growing in Sacramento!

KCRA·TV REACHES 43½% OF AUDIENCE*

Noon to Midnight

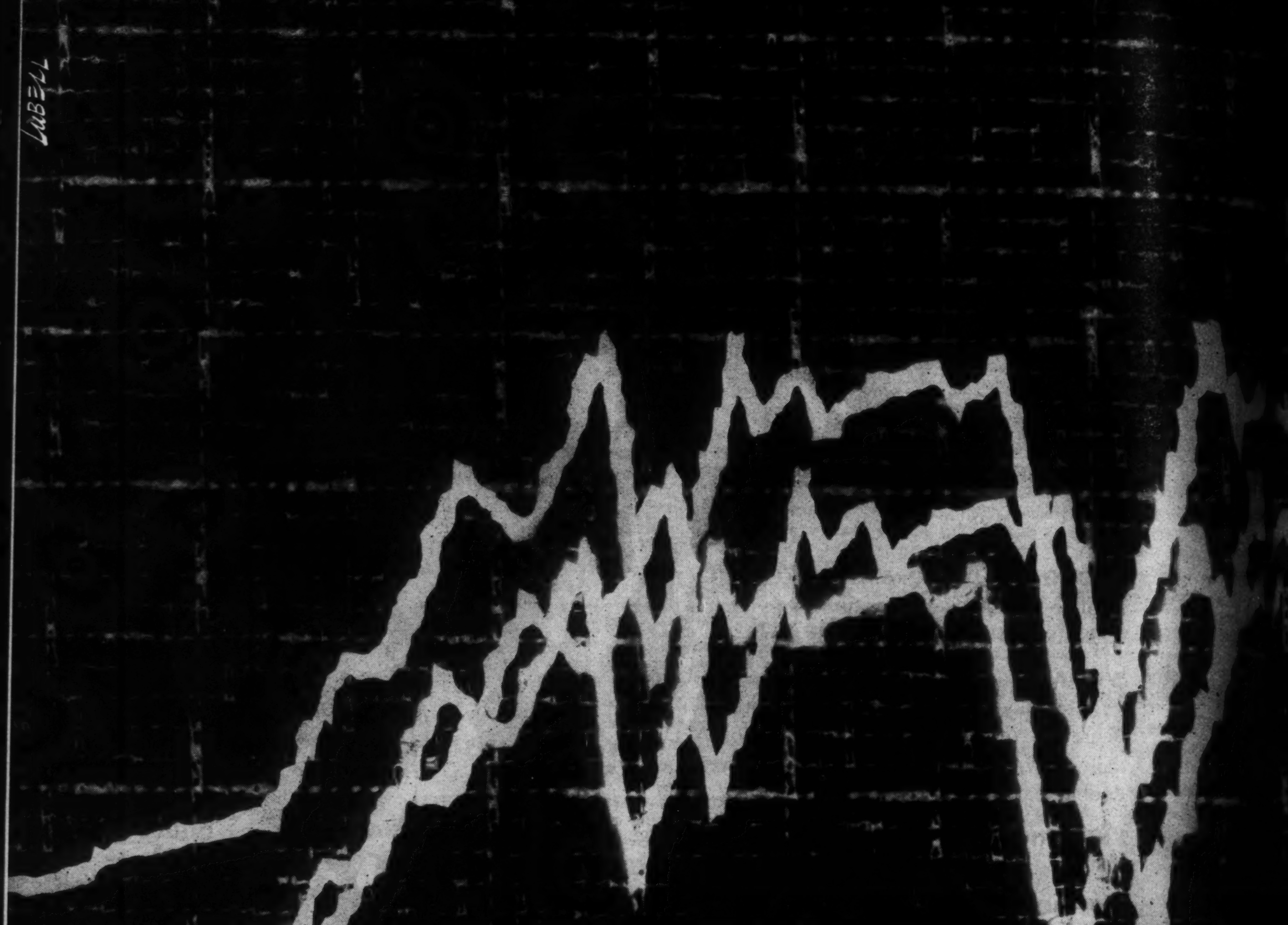
- **STRONG LOCAL PROGRAMS** give KCRA-TV more Noon to Midnight audience and Sacramento's three highest-rated local participating shows:
- **WOMAN'S DAYTIME PARTICIPATING SHOW—** "Valley Playhouse," 12.4 Average Rating; 74.4% Share of Audience; follows "Queen for A Day" daily with Warners Bros.-Columbia Screen Gems double feature.
- **KID'S SHOW—CAPTAIN SACTO,** 11.4 Average Rating; 44.6% Share of Audience; 6-7 P.M. daily
- **LATE MOVIE—"THREE STAR THEATRE,"** 9.5 Average Rating; 59.4% Share of Audience; 11 P.M. Saturday and Sunday.
- In addition, KCRA-TV has 58.8% Share of Audience, Noon to 6 P.M.—no other station heads KCRA-TV from Noon to 5 P.M.—and 39.4% Share of Audience from 6 P.M. to Signoff.
- KCRA-TV and Fall Schedules get along beautifully together.

* Sacramento Television Audience
ARB: June 2-8, 1956



KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE

Represented by
EDWARD PETRY & CO., INC.



STABILITY

QUALITY

INGENUITY

There can be little argument that a representative's responsibility goes far beyond its primary role as a national sales agent. Today a representative must be program architect, promotion strategist, sales planning analyst and management consultant . . . in short a right and a left arm to the stations he represents.

Moreover those arms must have capable *hands* . . . men whose background gives them a solid grasp of research, intuitive program feeling and audience motivation.

In recent months, for example, the Research and Sales Development Department of the Paul H. Raymer Company has made a microscopic audience flow study of better than forty radio stations affiliated with a major network in an effort to find a skeleton key to the why, where, when and how those stations magnetize an audience . . . as well as the why, where, when and how they don't. That study revealed startling evidence of the peculiar inability of all such stations to beg, borrow or steal an audience whenever they relied on the most successful program formula in radio today—the popular music "disc jockey" show.

On the basis of that research, a major group of Raymer-represented stations have been given new insight into program and audience development . . . a master blueprint of the kind of program structure that will recruit and hold an audience they can serve and sell to national and local advertisers.

It's that kind of research, that kind of probing, that kind of *ingenuity* that radio demands today . . . and that stations have a right to expect from their representative.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES
DALLAS • SAN FRANCISCO
DETROIT • ATLANTA

PAUL H. RAYMER
EST. 1932
COMPANY

65%* of total Jackson TV time

WLBT channel 3 *leads!*

***ARB 36-County Area Survey proves WLBT Mississippi's most-preferred station – night or day!** (June 7-13, 1956)

WLBT has 15 of top 20 night shows!

TOP 20 EVENING SHOWS

1	Truth or Consequences	43.6	WLBT
2	$64,000 Question	41.3	
3	Cavalcade of Sports	38.9	WLBT
4	Lux Video Theatre	36.9	WLBT
5	I've Got A Secret	36.8	
6	You Bet Your Life	35.9	WLBT
7	Your Hit Parade	35.2	WLBT
8	The Millionaire	34.6	
9	Four Star Playhouse	34.4	WLBT
10	$64,000 Challenge	32.2	
11	This Is Your Life	32.1	WLBT
12	I Love Lucy	31.5	
13	Life of Riley	31.1	WLBT
14	December Bride	29.5	
15	Annie Oakley	28.7	WLBT
16	Grand Ole Opry	28.6	WLBT
	Wednesday Night Fights	28.6	
17	Ford Theatre	28.2	WLBT
	Fireside Theatre	28.2	WLBT
18	My Little Margie	28.1	WLBT
19	Highway Patrol	27.7	WLBT
	Robert Montgomery Presents	27.7	WLBT
20	Celebrity Playhouse	26.5	

WLBT has 9 of top 10 day shows!
WLBT has 8 of top 10 film shows!

TOP 10 DAYTIME SHOWS*

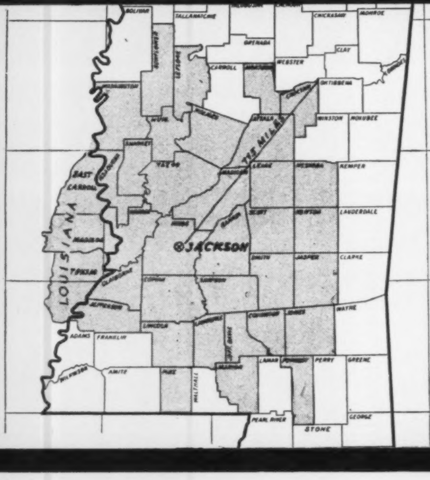
1	Queen For A Day	27.9	WLBT
2	I Married Joan	26.8	WLBT
3	The Little Rascals	25.2	WLBT
4	Looney Tunes	20.5	WLBT
	Circle 3 Ranch	20.5	WLBT
5	Feather Your Nest	18.8	WLBT
	Mickey Mouse Club	18.8	
6	Stu Erwin Show	18.5	WLBT
7	NBC Matinee Theatre	18.1	WLBT
8	It Could Be You	14.4	WLBT
9	Today	12.8	WLBT
10	Art Linkletter	10.4	

* These are highest-rated quarter hours.

TOP 10 FILM SHOWS

1	*The Little Rascals	33.9	WLBT
2	*Looney Tunes	30.5	WLBT
3	Annie Oakley	28.7	WLBT
4	Grand Ole Opry	28.6	WLBT
5	My Little Margie	28.1	WLBT
6	Highway Patrol	27.7	WLBT
7	Celebrity Playhouse	26.5	
8	I Led Three Lives	26.0	
9	Badge 714	25.4	WLBT
10	Dr. Hudson's Journal	24.2	WLBT

* M-F shows, cumulative rating given



Audience + Point-of-Sales Merchandising in A&P, Jitney Jungle food stores PROMOTION PLUS!

NBC ch 3 Maximum Power

for details call: Geo. P. Hollingbery

AL GANNAWAY

film maker

OLD COWBOYS never die. They just ride away and sneak up on you from the other edge of the screen—sometimes with a guitar.

At least that's one way Al Gannaway likes to express the idea that "outdoor adventures" are always popular tv fare and equally effective as a sales vehicle for the sponsor's products.

With more Hollywood tv film producers turning to country and western themes for the next season, Mr. Gannaway is well prepared to sustain his quota. His *Stars of the Grand Ole Opry,* half-hour series syndicated through Flamingo Films, is running in more than 100 markets. A newer half-hour series featuring many of the same stars, *Country Show,* is being used by Ballard flour and Pillsbury in 100 markets, too. Both are filmed in Nashville.

While filming theatrical western features at Kanab, Utah, Mr. Gannaway is shooting three pilots of a projected half-hour *Carl Smith Show* in tv. It's part of the Gannaway technique for getting the most economy into a tv package—using top technical crews to film tv during days when they are off production on the Gannaway movie schedule. He has two more syndicated tv western series in production at Kanab. One is titled *The Sheriff* and the second is *Daniel Boone.* Both are being shot in color.

Albert Carlyle Gannaway was born April 3, 1920, in Charlottesville, Va. The young film producer grew up in Little Rock, Ark., and attended the U. of Arkansas. During World War II he served overseas in the Army, was captured and escaped from the Germans, and ultimately was made head of the "Soldier Show Company" which entertained the troops. This explains how he met and married blond Dana Gibson in 1945. She had been touring with a USO unit.

Back in civilian life, he sold autos, Fuller brushes and then music, soon writing musical material for Nat King Cole, Bob Hope and Dorothy Shaw. He helped form Mark Warnow Music Pub. Co. with Mark Warnow and Raymond Scott in 1947 and now is sole owner of the firm. In 1948 he went into tv with both local and network productions, including the documentary series *The Big Picture* on ABC-TV which he created for the Army and the Dept. of Defense. He syndicated a radio serial, *Starr of Space,* and ventured into feature film production with Tom Hubbard on "Mike Malloy," also syndicated as a radio series.

Whenever asked how to make a sponsor happy he always replies: "Give me the wide open spaces—and a camera. The combination will always sell."

FIRST ON THE SCENE!

WKMH
1310 ON YOUR DIAL
MOBILE
BROADCASTING
UNIT

Dick
Buller

Mike
Perrini

Bates
Farrell

Frank
Gaal

...WITH 4 WKMH REPORTERS FOR *On-the-Spot* NEWS COVERAGE

WKMH's Mobile Broadcasting Unit is ready for round-the-clock coverage of news, anywhere, anytime! And, its 4 able reporters get the facts FIRST! No wonder Detroit's news-hungry listeners just naturally tune to WKMH for the latest, most accurate news every hour, on the hour!

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres.
JOHN CARROLL, Mg. Director
Represented by Headley-Reed

The Community Stations
KNORR Broadcasting CORP.

COLOR

RCA LIVE COLOR CAMERA

"ALL-IN-ONE" PROCESSING AMPLIFIER	All-electronic unit provides identical control equipment for both live and film camera chains.
SPACE SAVING EQUIPMENT	Only 100 inches of rack space required for all equipments necessary to operate camera chain. With monitors and processing amplifier at the console, only ¾ of a rack needed for efficient complete installation.
NEW POWER SUPPLY	Occupies only ½ space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.
CENTRALIZED CONTROLS	Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.

means business!

STATIONS NOW USING LIVE COLOR TO BUILD HIGH SPONSOR INTEREST

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television... adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

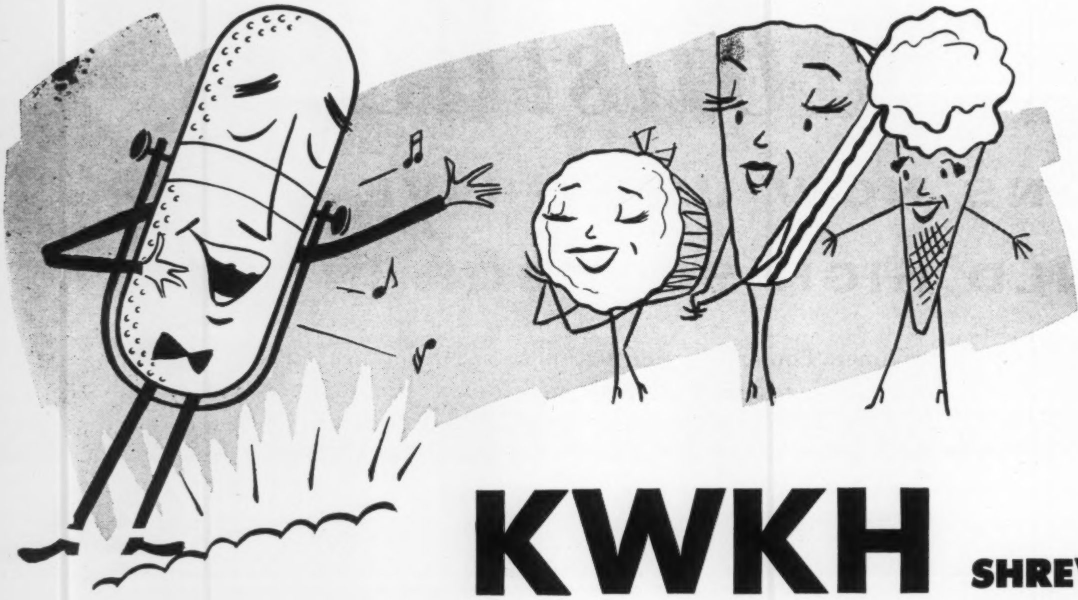
KHQ, Spokane
KJEO, Fresno
KMTV, Omaha
KOMO, Seattle
KRCA, Los Angeles
KRON, San Francisco
KTLA, Los Angeles
WBAP, Fort Worth
WBAL, Baltimore
WBEN, Buffalo
WBTV, Charlotte
WCBS, New York
WCCO, Minneapolis
WDSU, New Orleans
WFBM, Indianapolis
WGN, Chicago
WJAC, Johnstown
WKY, Okla. City
WNBQ, Chicago
WOAI, San Antonio
WRCA, New York
WSAZ, Huntington
WTMJ, Milwaukee
WTVJ, Miami

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.

RCA®

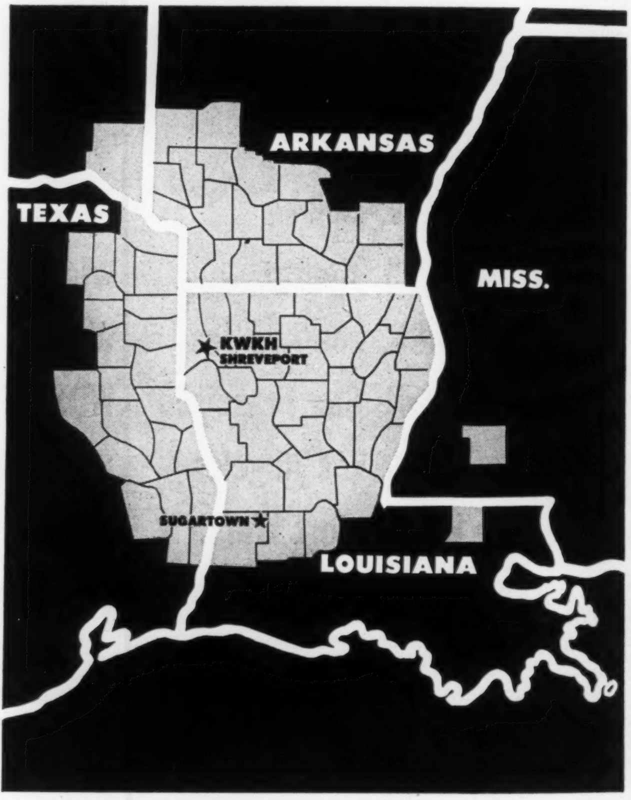
RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N. J.**



KWKH SHREVEPORT

MAKES SWEET MUSIC TO *SUGARTOWN!*



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH reaps a big portion of the sugar-cane country in its 80-county daytime SAMS area—an area containing nearly 2 million people, and hundreds of towns, farms and villages like Sugartown (La.).

And in the sweetest market of all—Metropolitan Shreveport—March, 1956, Pulse figures show KWKH leading in 26 daytime quarter hours, against 21 quarter hours *for all other stations combined!* At night, KWKH leads in ALL 18 QUARTER HOURS!

KWKH delivers 22.3% more daytime homes than all the six other Shreveport stations *combined!* The Branham Company has the figures.

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

July 30, 1956 Vol. 51, No. 5

MERCHANDISING PRACTICES JEOPARDIZED BY FTC ACTION

- **Commission calls in-store promotions 'discriminatory'**
- **Nine manufacturers of grocery items face charges**
- **Also mentioned, but not charged: CBS, NBC and ABC**
- **Question: is there 'hidden compensation' in rate cards**

THE federal government last week placed in jeopardy some of the merchandising practices used by hundreds of radio and television stations and networks.

Using a backdoor technique, the Federal Trade Commission on Wednesday filed complaints against nine major manufacturers of products sold in grocery stores—including paper, beer and cigarette items. The FTC charged that the firms violated the anti-discrimination provisions of the Robinson-Patman Act.

In effect the federal agency responsible for policing the nation's business claimed that firms paid retail grocery chains for in-store promotions of their products without making the same allowances available to all other customers proportionally.

They did this, FTC alleged, by buying time at regular card rates on network-owned stations in New York and Chicago which included as a "special inducement" in-store promotions for their products in chain outlets. These promotions, said the FTC came via an arrangement these chains had with the stations whereby the chains were traded spot announcements on the stations in return for permitting this kind of merchandising service.

The FTC alleged in essence that the advertisers were giving these chain outlets promotion allowances which they were not offering other retail customers.

Nine Defendants

The complaint was filed against the following companies: Groveton Paper Co., Pepsi-Cola Co., Coca-Cola Bottling Co. (New York), Sunkist Growers Inc., General Foods Corp., Sunshine Biscuit Inc., Piel Bros. Inc., Hudson Pulp & Paper Corp., and P. Lorillard Co.

Named, but not made defendants, were CBS, NBC and ABC. The FTC charged that the grocery chains (not identified) received free time from owned stations amounting to the following weekly:

CBS—$100 to the smallest chain to $4,700 to the largest chain; NBC—$100 to $6,600; ABC—$750 to $9,500.

In the aggregate, FTC said, these payments totaled more than $1¼ million.

CBS' merchandising program, begun in 1951, is called "Super Marketing"; NBC's, also started in 1951, is called "Chain Lightning," and ABC's, begun in 1952 for tv, is called "Mass Marketing" and, in 1955 for radio, is called "Radiodizing."

The FTC complaint implied that when the national advertiser bought time on the network stations, it was actually paying also for special in-store promotion of its products in the grocery chain outlets. It claimed that the time charges—although the regular card rates—contained "hidden" compensation for these pomotions.

There was a strong implication, acknowledged by FTC sources, that the rate card charges might have been lower if the merchandising aids were not included.

One FTC official said that the FTC believes that the advertisers knew that the networks were giving free time to the grocery chains in order to have the right to use that chain's outlets for promotions. He continued:

"It makes no difference whether a company already planned to advertise or had bought other advertising not connected with the promotional allowance scheme. All the FTC must prove is that a grocery chain got free radio spot announcements for pushing a firm's merchandise, and that these free spots weren't available to all grocery stores on a proportionally equal basis."

ONLY THE FIRST

IN ANNOUNCING the issuance of FTC complaints against the nine grocery store suppliers, FTC Chairman John W. Gwynn noted that the practices complained of were widespread. He stated that similar actions are being contemplated against other manufacturers.

MR. GWYNN

"The Robinson - Patman Act outlaws discriminatory allowances," Mr. Gwynn said, "and the use of third party intermediaries does not absolve the manufacturer of his duty under the law to refrain from giving such allowances."

The Robinson-Patman Act was passed in 1936 as an amendment to the Clayton antitrust legislation. It applies to companies and products in interstate commerce. Where a company engages in purely intrastate commerce, the Act's provisions would not apply.

An element of potential collusion was injected into the situation when an FTC source said that although it appeared that the networks developed the practices, there was no certainty that they did not establish the activity after talking it over with the big food companies. The FTC termed the networks "intermediaries" for the major producers.

According to the FTC, the promotional plans operate this way:

"The networks, serving as intermediaries, enter into agreements with grocery chains whereby for free radio or tv time, the chains agree to give in-store promotions to named products in their stores located in the area reached by the network station used; with this additional promotion as extra inducement, the networks then solicit the named manufacturers to buy tv or radio time at regular rates."

How Much They Spent

The complaint listed the following amounts spent by the national advertisers in buying time on the network owned stations, including merchandising services:

Coca-Cola Bottling Co. (New York), WCBS New York, from June 1, 1954, to Dec. 31, 1955, $177,817.

General Foods Corp., WABC-TV New York, from April 1953 to December 1953, $89,315.

Groveton Paper Co., WABC-TV New York, from August 1952 to Dec. 31, 1955, $321,283.

Hudson Pulp & Paper Corp., WCBS New York, from April 13, 1954, to June 9, 1955, $99,018.

P. Lorillard Co., WABC-TV New York, from October 1953 to Dec. 31, 1955, $191,930.

Pepsi-Cola Co., WNBC (now WRCA) New York, from October 1952 to July 2, 1954, $133,500.

Piel Bros. Inc., WRCA New York, from Aug. 16, 1954, to Dec. 31, 1955, $109,440.

Sunkist Growers Inc., WCBS New York, from June 1, 1954, to Oct. 29, 1955, $39,596.

Sunshine Biscuits Inc., WBKB (TV) Chicago, from July 15, 1954, to Dec. 7, 1955, $118,170.

The respondents were given 30 days to answer the complaints. Hearings before an FTC examiner were scheduled as follows:

Sept. 24, Groveton Paper Co., in Groveton, N. H.; Oct. 1, Pepsi-Cola Co., in New York; Oct. 4, Coca-Cola Bottling Co., in New York; Oct. 15, Sunkist Growers Inc., in Los Angeles; Oct. 17, General Foods Corp., in Los Angeles; Oct. 30, Sunshine Biscuits Inc., in New York; Nov. 5, Piel Bros. Inc., in New York; Nov. 7, Hudson Pulp & Paper Co., in New York; Nov. 9, P. Lorillard Co., in New York.

It was understood the FTC complaint followed a two-year-long investigation of merchandising practices by networks and stations. The investigation was sparked by a complaint to the FTC.

Hundreds of television stations and more than 1,500 radio outlets engage in some form of merchandising as part of their normal operations. Although the plans have many variations, basically they work like this:

A station makes an arrangement with a chain of retail outlets (foods, drugs are mostly used) whereby a certain number of spot announcements are traded off to the chain in return for permission to use the chain's outlets for the promotion of products advertised over the station. Generally these products must be carried for sale by the chain. The station then goes to a national manufacturer and sells him a program or a series of spot announcements at card rates including the promotion aids.

For example, WCBS New York has such a tie-in with almost 1,400 stores in the New York area—over 600 A&Ps, about 185 Bohacks, 150 Grand Unions, 115 Gristedes and others. To participate in the WCBS plan, an advertiser must buy WCBS time to the tune of at least $1,500 net per week for 13 consecutive weeks, or not less than $19,500 during any period shorter than 13 weeks. During each 13-week period on the air, each such participating advertiser is entitled to one week's special display in all of the stores involved.

Some of these plans have been almost fabulously successful. It is reliably reported, for instance, that one New York station is completely sold out for the next 18 months on this type of merchandising plan. That is, an advertiser wanting to get into the plan today would have to wait 18 months before he could actually begin his campaign on this station.

There was no official comment on the FTC's action from any of the networks or from Radio Advertising Bureau or Tv Bureau of Advertising.

None of the CBS-owned television stations has a merchandising plan, it was understood. Some, but not all of CBS-owned radio stations do have. These are reported to be WEEI Boston, KMOX St. Louis and WBBM Chicago, in addition to WCBS New York.

NBC-owned radio stations use the "Chain Lightning" merchandising plan, but none of the network's tv stations does.

WABC dropped its merchandising plan some months ago, according to ABC sources. WABC-TV does have a merchandising setup of the sort described, they reported.

Although most broadcasting sources refused to comment pending a more thorough review of the complaints—many had not yet received the official documents—there was some speculation that the FTC action, although not claiming that these merchandising plans are illegal, may frighten some stations into abandoning them. Or, leading to the same result, scare advertisers so they refuse to use them.

None of the network owned-and-operated stations is planning to dismantle its plans, it was determined, and some are fortified by legal opinions declaring their plans to be legal.

The advertising firm of Kenyon & Eckhardt has been active in recent years in surveying the merchandising and promotion aids offered by radio and tv stations.

In 1954, Kenyon & Eckhardt found that 65% of the radio stations in the U. S. offered some type of merchandising or promotional service to their advertisers. The services were broken down into major categories—trade calls, trade mailings, advertising support, on-the-air support and miscellaneous. In this survey, it was found that 26% of the 1,637 stations responding to the K&E questionnaire had a merchandising plan offering preferred displays. It was also determined that 97% made trade calls (solicit and/or place displays, store checks, solicit tie-in advertising); 92% made trade mailings (letter, post card, broadside, merchandising bulletin); 91% offered advertising support (newspaper tie-in ads, lobby windows, billboard, car cards, store displays); 95% on-the-air support (giveaway prizes, product mentions, tune-in announcements, client participation in special program), and 81% were prepared to aid client representative in product distribution.

In 1955, K&E found that 34% of the 232 television stations responding to its questionnaire had a merchandising plan offering preferred displays. Other tv merchandising aids were trade calls, 96%; trade mailings, 99%; advertising support, 96%, on-the-air support, 100%, and aiding client representative in product distribution, 88%.

It is presumed that the promotional aid listed as offering preferred displays is the target of the FTC's complaint. Most of them, it is believed, involved agreement with chain store companies.

Although newspapers offer many of the same types of merchandising and promotion services to their advertisers they do not have anything similar to the "Super Marketing," "Chain Lightning" and other such broadcast plans. They have no plan whereby the newspaper arranges in-store displays for advertisers, it is reliably understood.

TELEVISION HOMES REACH 35 MILLION

Three out of four U. S. households now have tv, according to ARF study covering gains in nine months following survey completed in June 1955.

TELEVISION'S growth in nine months boosted it to a point where approximately three out of four U. S. households had television sets in February-March of this year, as compared to two out of three in June 1955. The total number of sets in U. S. households grew from 33 million to about 37 million in the same period.

This is the focal point of a report being published by the Advertising Research Foundation today (Monday). "In round numbers," ARF's announcement states, "over 35 million, or 73%, of all households had television sets in February-March 1956, as compared with 32 million, or 67%, in June 1955."

The report, "National Survey of Television Sets in U. S. Households—February-March 1956," is the second ARF tv accounting for which data was obtained as a supplement to, and in conjunction with, the U. S. Census Bureau's current population study. The first, released last spring, detailed set ownership as of June 1955 [B•T, April 30].

ARF said the "increase of more than three million television households in less than a year is a continuation of the rapid growth since 1950, when only about five million households had television sets."

The foundation also noted an increase in multiple-set television households. Among tv homes, about 4.8% had two or more sets in February-March, as against 3.5% in June 1955. These figures, ARF noted, yield an average of 1.05 tv sets per tv household in February-March, as compared to 1.04 sets nine months earlier.

Officials noted that ARF plans to issue a county-by-county breakdown of tv penetration as of March 1956 sometime within the next two months. For this reason, the February-March report contains less geographic detail than the one for mid-1955. The forthcoming county-by-county calculations will be made by ARF on the basis of the television supplement to the Census Bureau survey, plus the second Nielsen Coverage Service.

A third survey of television sets in U. S. households is scheduled for August of this year. ABC, CBS, NBC, NARTB and Television Bureau of Advertising underwrote the cost of obtaining the tv information and preparation of the report. The same group is underwriting the August study, also through ARF.

Hospitable Texans

MEDIA men traveling through Dallas now have a room from which to operate, furnished by the Crook Adv. Agency, that city. Just off the Crook reception room in the Adolphus Tower, the "Rep Room" furnishes city maps, directories, telephone, transportation time tables, typewriters, stationery and other facilities.

Media representatives using the facilities are invited by Crook to "Put your feet on the desk and phone our competitors."

CAR RADIOS REACH 35 MILLION IN '55

Detailed study by Radio Advertising Bureau shows that 83% of all automobiles bought last year had sets.

HIGHLIGHTS of a detailed study of the nation's car-radio audience were revealed last week by Radio Advertising Bureau, which said the number of automobile radios in the U. S. reached a record 35 million in 1955.

The report shows that 83% of all automobiles bought last year were radio-equipped and that 64% of all U. S. families have at least one radio-equipped car. The 35 million total compares with 28.8 million reported by Alfred Politz Research in the Advertising Research Foundation study of May 1954.

"This is by far the most important and most complete study on the car radio audience to reach us yet," said RAB President Kevin B. Sweeney. "It further proves our contention that the car radio—all by itself—is rapidly becoming one of the most important advertising media in America."

Full details of the report, showing the extent to which car radios are in use during various periods of the day and night and how these car listeners boost the total radio audience into several million during virtually any quarter-hour of the broadcast day, will be sent to RAB members about mid-August.

Among the highlights released by Mr. Sweeney:

- A total of 55% of all families owning car radios listen at some time during an average winter weekday. Biggest number of these are the drive-to-work audience of men during the morning hours.
- More than 75% of all car radio families can be reached by radio during any seven-day period. This 75% represents more than 23 million families.

The full report also goes into detail on audience sizes during morning, afternoon, and evening time periods and gives breakdowns of the audience composition among men, women, teenagers, and children for specific periods.

It also shows a close relationship between tv families and car-radio families, officials reported.

MASSIVE 5-YEAR SPOT DRIVE MAY COME FROM C&C DEALS

- **Films-for-time trade could trigger Latex Corp. campaign**
- **To blanket nation with 10 daily tv spots, 7 days a week**
- **Involved: millions in broadcast time for 740 RKO films**
- **Advertiser feels push could triple sales in two years**

SPECTACULAR plans for a multimillion-dollar, non-cancellable five-year tv spot campaign in the nation's top 100 markets were announced last week by International Latex Corp., which said it was counting on the broadcast drive to triple the company's sales in two years.

The project was worked out with President Matthew Fox of C&C Television Corp., which acquired the RKO Radio Pictures library of 740 feature films in a $15.2 million deal last December [B•T, Jan. 2], and Latex authorities confirmed that it involves station time "bought" by C&C in selling the RKO package to stations.

C&C authorities declined to discuss the Latex project "at this time." Nor would they reveal the number or identities of stations on which they have acquired time that would be available for re-sale (subject to station approval) to Latex or any other advertiser. But there were indications that C&C was near the "break-even" point in recouping, through sales of the package to stations, its original investment in the films.

While C&C held mum, however, Latex announced that its arrangements called for an average of 10 television spot announcements a day, seven days a week and 52 weeks a year, in each of the nation's 100 major markets for a period of five years. In "selected" markets, the announcement added, radio also will be used, at a rate of five to 20 spot announcements a day.

A. N. Spanel, Latex board chairman, who announced the deal at a news luncheon in New York Wednesday, called it the most extensive schedule ever placed by any business organization. Just how big it is, in dollar terms, no one would say.

An explanatory line on some pictures released by Latex coincident with the announcement, however, said the pictures were taken from commercials in Latex's "$100 million spot commercial series." A key official of the company said afterward that he was confident this figure resulted from a "mixup" and should have been deleted. Another referred to it as a $25 million project.

Latex officials also maintained that it was a straight money deal with C&C, involving neither exchanges of stock nor interests in the RKO pictures themselves. There were reports that Mr. Fox was an important stockholder of Latex Corp. Queries at C&C were answered with "no comment," but Latex authorities denied that Mr. Fox had any ownership interest in their company; that Latex owned any part of C&C, or that there was any interlocking association of any kind between the two companies. Latex Corp., they pointed out, is publicly owned, being a wholly owned subsidiary of Stanley Warner Corp.

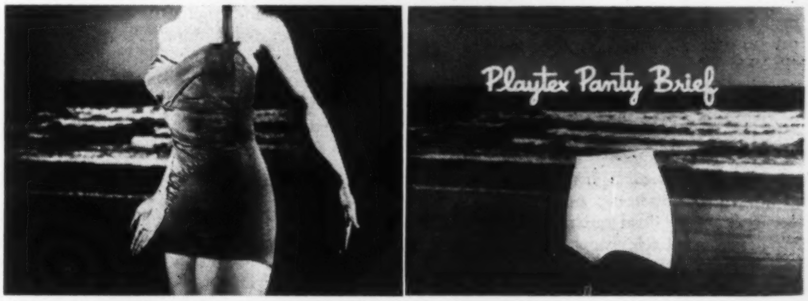
Mr. Spanel said the campaign will begin Aug. 1 in a number of markets representing more than 50% of the tv homes in the U. S.; that within 90 days Latex expects to increase the number of stations to represent a total of 75-80% of the nation's sets, and by the first of the year to boost this to markets representing 85-90% of U. S. tv homes.

Although neither C&C nor Latex would release a list of stations on which the commercials would be placed, individual sales of the RKO package—in which C&C simultaneously agreed to buy considerable station time over a long period—have been reported from time to time by stations involved.

Triangle Publications' WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa., for example, acquired unlimited rights to the 740-film library for 10 years for a total of $2,875,000 in cash to be paid on a month-to-month basis over a period of five years, with C&C at the same time agreeing to buy, over the same five-year period, $1 million in advertising on the stations, to be paid in cash at card rates [B•T, May 7].

Similarly, Westinghouse Broadcasting Co. acquired RKO film rights for its stations—KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco, WBZ-TV Boston—while at the same time signing C&C for an undisclosed number of spot announcements on the stations. Both Triangle and Westinghouse reserved the right to approve the products and/or services to be advertised in the time thus bought by C&C.

FIRST YOU SEE HER, THEN . . .



U. S. TELEVIEWERS will be seeing a lot of this and other Playtex commercials if the multimillion dollar films-for-time deal goes through. They feature the so-called "ectoplasm" technique—first the girl is shown on the beach in normal attire, then she vanishes and the girdle carries on alone.

Latex's Playtex products—including baby pants, girdles, brassieres, and household gloves—and Isodine antiseptic and other pharmaceuticals being developed by the Latex company, will be promoted on the commercials. Spokesmen said the commercials would be 60 seconds in length, for the most part, with some of 20 seconds duration.

The commercials are being produced—at least thus far—by the Latex company itself, rather than by its agencies (Foote, Cone & Belding and Reach, Yates & Mattoon, both New York). They are being produced under the direction of Don McClure, well-known broadcasting and film figure who joined Latex several months ago as director of films.

Another widely known tv-radio and film executive, Edward D. Madden, former NBC vice president and more recently associated with Mr. Fox in Motion Pictures for Television, also is now associated with Latex. He is a vice president and is in charge of radio, tv and market operations.

Mr. Spanel made plain that Latex is relying on television, with an assist from radio, to accomplish the company's announced expectation of increasing sales from today's annual volume of $40 million to a $120 million annual volume within two years. He said the Playtex products are already the soft goods industry's heaviest advertiser in print media and that these expenditures—understood to amount to about $4 milion a year—would be continued.

But he gave no indication that print expenditures would be increased.

It will be Latex's first "massive" use of television, Mr. Spanel noted. He said the company spent $1 million in tv during a 12-month period in 1950-51 and boosted its girdle sales from $10 million a year to $15 million.

Then, he said, he wanted "saturation" television but could not find what he wanted. Leaving at least some of his audience with the impression that he partly if not wholly inspired the activity which resulted in C&C's acquisition of the RKO package from General Teleradio, Mr. Spanel said he discussed his television "needs" with Mr. Fox, whom he described as a friend, as long ago as January 1954. What he needed, he said, was 10 spots a day in many markets.

He said Mr. Fox told him such a thing would not be impossible if a major library were available for television—and that he had heard that Howard Hughes (RKO) had one that might be for sale.

RKO Radio, including studios and other properties as well as film backlog, eventually was acquired from Mr. Hughes by Tom O'Neil's General Teleradio. But Mr. Fox and C&C subsequently landed the tv (and foreign motion picture) rights to the films from General Teleradio.

Mr. Spanel said he worked closely with Mr. Fox throughout this period. Reports of negotiations toward the current Latex-Fox arrangement have circulated for months.

In expectation of tripling Latex's present volume through tv-radio, Mr. Spanel asserted, the company already is launching major expansion moves. To achieve the volume goal, the company's present 4,000 employes will be increased by 8,000, and the present staff of 275 salesmen will have to be increased "every 60 days."

Substantial new plant expansions also are already underway and others are being planned, he told newsmen.

LIPSTICK MANUFACTURERS NOW READYING EXPANDED SCHEDULES FOR TV THIS FALL

Heavy use of both spot and network television to be used by six leading cosmetic manufacturers: Revlon, Hazel Bishop, Avon, Coty, Max Factor, and Helena Rubinstein during coming season.

SIX leading cosmetic manufacturers, together accounting for more than 75% of all lipstick sales in America, are readying for their lipsticks expanded fall schedules which will include heavy use of spot and network television, according to a special survey made last week by B•T.

The six advertisers are Revlon, Hazel Bishop, Avon, Coty, Max Factor, and Helena Rubinstein.

Revlon Products Inc., New York, whose share of the nation's lipstick sales has risen from 15 to 28%—with full credit for the leap frankly attributed to television by company spokesmen—is looking for an additional half-hour of network time on which to place its new program *The Most Beautiful Girl in the World*. The firm is currently sponsoring *$64,000 Question* and *$64,000 Challenge*, both on CBS-TV. BBDO, New York, is the agency.

Hazel Bishop Inc. is actively looking for another two shows and time period, Raymond Spector, president of the agency for Hazel Bishop, told B•T. One order has been placed by the agency, reportedly with NBC-TV for Tuesday 8:30-9 p.m., but acceptance by both network and advertiser will depend on the choice of program to be placed in that time period. Meanwhile Hazel Bishop is participating in sponsoring two evening shows, *Arthur Murray* on CBS-TV and *This Is Show Business* on NBC-TV, and two daytime programs, *Garry Moore Show* and *Bob Crosby*, both on CBS-TV. Hazel Bishop's sales dropped from 28% to 24%. Hazel Bishop is also participating on *Monitor* on NBC Radio.

Avon Products Inc., a firm that relies exclusively on house-to-house selling of its product to sustain its third-ranking place in the lipstick derby, used television for the first time two years ago in three major cities as a test. The test proved so successful that last year the advertiser increased the spot coverage to seven major cities. Once again, the pattern of sales as a result of using television was so great that the firm definitely plans to use television this fall. Avon now accounts for about 14% of the lipstick market. Details and recommendations for its tv schedule are now being worked out by the company's advertising agency, Monroe F. Dreher, New York. September will probably be the starting date with Avon products expected to approve the recommendations by mid-August.

Coty Inc., through its agency, Franklin Bruck Inc., currently is formulating its fall plans, with an increase in television spot budget expected.

Coty lipstick sales jumped from 3½% to 8%. The firm used an extensive spot schedule last year in about 70 markets. Specific details for fall are expected to be ready by late August.

Max Factor & Co., Hollywood, through Doyle Dane Bernbach, New York, recently [BUSINESS BRIEFLY, July 16] started participations on *Tonight* on NBC-TV and *Famous Film Festival* on ABC-TV for its Hi-Fi lipstick. In addition, the firm will continue its television spot schedule of minutes and station breaks in 65 markets. Max Factor is understood to account for 1½% of lipstick sales.

Helena Rubinstein Inc., which has used a very limited television spot campaign in the past, is expected to use more tv this fall. But no advertising plans will be set until the return of Miss Rubinstein from a European trip the second week in September. The Rubinstein lipstick has about 1% of market, it is understood. Ogilvy, Benson & Mather, New York, is agency.

Westinghouse Electric Corp. Recouping Losses from Strike

AN intensive advertising campaign and a heavy backlog in consumer as well as industrial orders put Westinghouse Electric Corp. back in the black column for the second quarter following settlement of its five-month strike earlier this year.

In a report issued last week, Westinghouse Chairman and President Gwilym A. Price announced that the firm's second quarter net income was $6,862,000, equal to 38 cents a common share. Losses accountable at the end of the first quarter came to $18,575,000, equal to $1.14 a common share, Mr. Price recalled, saying that a disproportionate level of operations (production in "great excess" of actual sales) throughout April, May and June, narrowed the gap and replenished the pipelines to Westinghouse distributors. Net sales for the second quarter of $380,731,000 lagged only $7,527,000 behind those of 1955's second quarter.

The backlog of orders for industrial equipment is so high, Mr. Price told board members, that sales "soon" may be expected to surpass last year's.

Shortly after settlement of the 40-plant strike March 20, Westinghouse, through its two agencies, Ketchum, MacLeod & Grove, Pittsburgh, and McCann-Erickson, New York, launched an intensive all-media advertising campaign in an attempt to recoup its lost orders. Last week, Westinghouse again raised its advertising and promotion expenditures, adding $5 million (on behalf of its consumer divisions) to the previously announced $5 million radio-tv "1956 campaign package" on CBS-TV and CBS Radio.

Hinkle Tentative Replacement For Mullen at Miller Brewing

EDGAR E. HINKLE, branch office manager with Mathisson & Assoc., has been appointed to direct advertising of Miller Brewing Co. on a tentative basis following the resignation of Vernon S. Mullen Jr. from the post with Miller in Milwaukee [B•T, July 23].

Mr. Hinkle has been resident manager of the New York office of Mathisson, which handles the Miller account, for the past four years. A permanent successor to Mr. Mullen will be chosen at a later date.

Mr. Mullen resigned after more than six years as Miller advertising manager. He has not yet announced his future plans.

During Mr. Mullen's tenure, Miller Brewing Co. was credited with a substantial rise among national breweries in sales volume and an acceleration of broadcasting activity.

WILLIAM G. POWER (l), advertising manager for Chevrolet Motor Div. of General Motors, shows singer Snookie Lanson a model of the new Chevrolet during a break in rehearsal for *Chevrolet on Broadway*. The show, starring Mr. Lanson, **is the summer replacement** for Dinah Shore (Tue.-Thur., 7:30-45 p.m., EDT on NBC-TV). Campbell-Ewald, New York, is the agency.

P. Lorillard Co. Elects Lewis Gruber President

LEWIS GRUBER, vice president and director of sales, P. Lorillard Co., New York, has been elected president of the tobacco firm, succeeding William J. Halley, who resigned to become chairman of the finance committee. Both changes are effective Aug. 1. Mr. Gruber joined P. Lorillard in 1923 as a retail salesman. In 1946 he became sales manager and member of the board of directors. In 1947, he was named general sales manager, and in 1952, vice president and director of sales.

Mr. Gruber was division manager for the Manhattan area in 1925 and became headquarters director of the Turkish cigarettes and little cigar departments in 1935. He became assistant sales manager in 1940.

Highlights of Future Movies Dropped From Warner's Show

ABC-TV and Warner Bros. jointly announced last week that, effective next season, they will drop the closing segment of *Warner Brothers Presents*, subtitled "Behind the Cameras." This portion of the program—which sometimes lasts as long as 10 minutes—has been devoted to publicizing and exploiting future Warner Bros. theatrical releases.

Though this feature of the Warner shows has come under critical fire this past season, as have similar publicity treatises in the late *M-G-M Parade*, also on ABC-TV, and *The 20th Century Fox Hour*, on CBS-TV, a spokesman for ABC said last week that the move was being made to accommodate longer versions of the "Cheyenne" and "Conflict" film stories.

Admiral Plans Ad Drives For Color, Portable Tv Sets

SEPARATE campaigns for color receivers and its new portable tv line will highlight an intensive national advertising drive by Admiral Corp. in network radio-tv and other media for its 1957 electronics-appliance line.

Edmond I. Eger, vice president-advertising, announced last week it will be Admiral's "most comprehensive advertising campaign in recent years." Admiral's $2.5 million purchase of participations on NBC-TV's *Today* and *Tonight* and other spots on ABC Radio's *Breakfast Club* over a 52-week spread will be focal part of the campaign [B•T, July 2].

In addition to radio and tv, newspaper ads, posters and Sunday supplements will be utilized to push the color and portable tv themes. Admiral phonograph and appliance lines also will be promoted. Admiral agency is Henri, Hurst & McDonald, Chicago.

Free Radio-Tv Space In Newspapers Decried

THE NATION'S newspapers are committing "journalistic suicide" by devoting excessive free space to radio-tv while movies are buying far more space, Elmer C. Rhoden, president of National Theatres, has charged in Hollywood in releasing results of a survey of 16 metropolitan newspapers. He called upon local managers of the nation's second largest theatre chain to visit newspaper publishers and editors and acquaint them with the trend, which he said is hurting both newspapers and movies. He emphasized that radio-tv get free directory listings while theatres must pay premium rates for them.

"Much to our amazement," Mr. Rhoden said, "we found newspapers are building up their biggest competitor for the advertising dollar—television and radio—with publicity running two-to-one for paid advertising. At the same time, motion pictures, using five times as much advertising space as television and radio, received publicity and news on a ratio of 50% to advertising," He added figures for radio-tv publicity do not include space newspapers give to logs, except in two cities. If logs were included, ratio of free space for tv would be even greater. In San Francisco, inclusion of free radio-tv logs raises publicity to three and one-half times that of paid advertising, he said.

Mr. Rhoden said papers give free log space to radio-tv while theatres must pay higher than commercial rates for movie listing. "This disproportionate relationship between publicity and advertising is neither good business nor good journalism," he said. "We were astonished when Div. Manager Robert Selig initiated this survey in Denver to find out how much space was being given to tv and radio in relation to the movies. But Denver was not unique. The same conditions were found to prevail in other areas."

In Los Angeles and Milwaukee the survey was conducted for seven days in late April-early May. Other cities besides Denver included San Francisco, Oakland, Seattle and Kansas City. Major dailies in each were checked.

Toigo Heads Stassen Study

ADOLPH J. TOIGO, president of Lennen & Newell, New York agency, has been named a member of a group aiding Harold E. Stassen in a project to survey national political strength of Vice President Richard E. Nixon and Gov. Christian A. Herter of Massachusetts. Mr. Toigo will directly supervise the project, according to Mr. Stassen. A professional polling organization will do the field work. Mr. Stassen, an assistant to President Eisenhower for disarmament, created national excitement last week by proposing that Gov. Herter replace Mr. Nixon on the Republican ticket.

PROGRAM INFLUENCE ON BUYERS SURVEYED

Study made for ABC by Advertest Inc. called "one of most comprehensive ever undertaken," attempts to show extent viewers actually use products of the show's sponsor.

NEW research undertaking to determine the extent to which a program's viewers actually use the products of the program's sponsor—and whether lightly or heavily, and to what extent as compared to competing products—is being unveiled today (Mon.) by ABC.

The study, made for ABC by Advertest Inc. at a cost described as "well into five figures," was said by ABC research officials to be "one of the most comprehensive ever undertaken to evaluate the influence of programs on product purchases."

It covers such factors as light and heavy usage of products, brand loyalty and switching, viewing and listening habits, program selection and frequency of viewing, and the influence of children on family purchasing habits. In all, 13 product categories were studied and 50 different tv programs—25 daytime and 25 nighttime—were evaluated.

The data being revealed today deals with cake mixes. ABC emphasized that the data shows that ABC-TV's *Mickey Mouse Club*—on which Betty Crocker cake mix is advertised—is the only cake mix program whose audience gives Betty Crocker an advantage over Pillsbury in sales. It also points up the effectiveness of children's programs in selling adult-purchased products, ABC noted.

Among 3,015 housewives interviewed, 59% were found to use cake mixes (of these, half spend over $1 a month on cake mixes and were classified as "heavy" users; the other half were "light" users). Pillsbury and Betty Crocker were found to be the brands used "most often," named respectively by 37% and 36% of the users.

Among all tv homes, 24% reported "regular" use of Pillsbury as against 22% for Betty Crocker. Even among audiences of programs on which Betty Crocker is advertised, the report showed, Pillsbury still is used by more people than is Betty Crocker—except, ABC stressed, *Mickey Mouse Club*. Among homes in the *Mouse Club* audience, 27% use Betty Crocker, one of the sponsors of the show, as against 26% for Pillsbury. (Among non-viewers of *Mouse Club*, the usage was 22% for Pillsbury as against 19% for Betty Crocker.)

Another exception: The Saturday *Lone Ranger* program on CBS-TV, whose audience was divided equally between Betty Crocker and Pillsbury.

Donald W. Coyle, ABC-TV director of research and sales development, took the presentation to Chicago last week for showing to advertisers and agencies there. *Mickey Mouse Club*, an hour-long Monday through Friday program, is currently a little more than half sold out for fall, officials said.

For the 1956-57 season, ABC reported, Pillsbury will be among the sponsors. General Mills, maker of Betty Crocker, is retaining sponsorship of four quarter-hours weekly.

Mr. Coyle emphasized that while "the tremendous values of this program, in terms of circulation, are well known," the Advertest survey "proves that along with this great circulation comes tremendous sales effectiveness, and impact on the housewife as well as on the child."

Tabulations of many phases of the study are still in progress. Product categories studies in addition to cake mixes are dessert mixes, cold cereals, dog food, candy bars, baked beans, face soap, evaporated milk, floor wax, frankfurters, salt, scouring pads, and toothpaste.

The survey was conducted in Boston, Philadelphia, Detroit, Kansas City, Dallas-Ft. Worth and San Francisco.

COLORCASTING®

Advance Schedule Of Network Color Shows

(All times EDT)

NBC-TV

July 30-Aug. 3 (3-4 p.m.) *Matinee*, participating sponsors (also Aug. 6-10, 27-31).

Aug. 1 (7:30-7:45 p.m.) *J. P. Morgan Show*, sustaining (also Aug. 15).

Aug. 1 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods, through J. Walter Thompson (also Aug. 8, 29).

Aug. 5 (5-5:30 p.m.) *Zoo Parade*, sustaining (also Aug. 26).

Aug. 5 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America, through Fuller & Smith & Ross.

Aug. 9 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Aug. 23, 30).

Aug. 12 (7:30-9 p.m.) *Sunday Spectacular*, "Atlantic City Holiday," participating sponsors.

Aug. 14 (8-9 p.m.) *The Chevy Show*, Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co.

Aug. 18 (8-9 p.m.) *Tony Bennett Show*, participating sponsors (also Aug. 25).

[Note: This schedule will be corrected to press time of each issue of B•T]

Reassignments Announced For Geoffrey Wade Adv.

TWO key appointments, involving the Miles Labs account and a switch of New York and Hollywood executives, were announced last week by Geoffrey Wade Adv., Chicago.

Robert E. Dwyer, executive vice president and manager of Wade Adv. Agency, Hollywood, transfers to the parent Geoffrey Wade Adv. in Chicago as senior account executive on the Miles account. Forrest Owen Jr., manager of Geoffrey Wade Adv.'s New York office, succeeds Mr. Dwyer in Hollywood as vice president and general manager. Mr. Owen's successor will be announced at a later date.

Mr. Dwyer has headed Wade west coast operations for the past 15 years and will concentrate on the Miles account, which has been handled heretofore by Albert G. Wade II, president of the Wade agencies in Chicago and Hollywood. Since he opened Wade operations in Hollywood in 1941, Mr. Dwyer has worked on many accounts, including 15 national and regional advertisers. Before assuming managership of Wade's New York office, Mr. Owen was radio-tv director for Wade agency operations on the West Coast.

Miles reportedly spends between $8 and $10 million on overall advertising annually, with perhaps 75% of expenditures allocated to broadcast media, according to estimates.

Cox & Grace Agency Formed

THE FORMATION of Cox & Grace Inc., advertising counsel, with offices at 3037 Book Tower, Detroit, was announced last week by Florence E. Cox and Louise C. Grace. The firm will conduct a general advertising agency with emphasis on research, public relations and special merchandising promotions.

Louise Grace formerly was director of research and media for the Detroit office of Grant Adv. Florence Cox has been engaged in a regional agency business for a number of years as partner in Cox & Dunbargar and more recently in Cox Adv. Agency.

Grey Opens on West Coast

THE OPENING of Grey Adv.'s new west coast office—its first regional office—at 1750 N. Vine St., Hollywood, is being announced today (Monday) by President Arthur C. Fatt. Grey has been located solely in New York for more than 35 years. Named as vice president and head of the new west coast operations was Robert D. Wolfe, former vice president in charge of Kenyon & Eckhardt's Hollywood office.

Lee Joins Paris & Peart

KENNETH E. LEE, president of Leeford Adv., N. Y., last week announced that he was closing his agency and taking its principal account, Remington-Rand Div., Sperry-Rand Corp., to Paris & Peart, N. Y., as senior account executive. The move becomes effective Wednesday. Leeford shares advertising for the Remington-Rand electric shaver with Young & Rubicam, the latter handling the tv portion only.

NETWORK NEW BUSINESS

John H. Breck Inc. (hair and scalp preparations), Springfield, Mass., through H. B. Humphrey, Alley & Richards, Boston, has placed $150,000 gross billing order for 13 participations in NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EDT). Contract, which started July 20, calls for participations every Friday for 13 weeks over 143 NBC-TV affiliates.

Bourjois Inc., N. Y., for its Evening in Paris perfume has doubled television advertising budget for 1956 as result of last year's participation in *Home* and *Tonight* on NBC-TV. Expanded Christmas campaign for Evening in Paris will add sponsor participation on *Today* plus *Tonight* and *Home,* on 96 stations, running Nov. 27-Dec. 14. Agency is Lawrence C. Gumbinner, N. Y.

AGENCY APPOINTMENTS

Colgate-Palmolve Co., N. Y., to John W. Shaw Adv., Chicago, for all Colgate shaving products.

Habitant Soup Co., Manchester, N. J., to Charles F. Hutchinson Inc., Boston.

Miron Woolen Mills, Clinton, Mass., appoints Leber & Katz, N. Y.

City National Bank of Beverly Hills, Calif., names The Edwards Agency, L. A.

Edward Petry & Co., N. Y., station representative firm, names Wesley Assoc., N. Y.

Walter H. Johnson Candy Co. (Power House candy bars), Chicago, with more than $1 million in billing, appoints Hicks & Greist, N. Y., for all advertising. Account will use 60 and 20-second tv animated commercials in Los Angeles and Indianapolis, starting late in August as test. Expansion is expected shortly.

ARLENE FRANCIS, editor-in-chief of *Home* (NBC-TV), in which Toastmaster is to buy participations, demonstrates the company's new steam iron to W. E. O'Brien (1), Toastmaster vice president, and Frederick J. Wachter, general manager of Erwin, Wasey & Co., the company's ad agency. Miss Francis appeared in person on a closed-circuit color tv program broadcast by the appliance company to distributors in 21 cities from coast to coast. The company also will participate in *Today* and *Tonight* on NBC-TV.

Stokely-Van Camp, Indianapolis, to Lennen & Newell, N. Y.

Lever Brothers Co., N. Y., transferring its Spry and Instant Spry products from Foote, Cone & Belding to Kenyon & Eckhardt, both N. Y., effective immediately. Advertising budget for Spry is approximately $750,000. Foote, Cone & Belding continues to handle other Lever products.

A&A SHORTS

U. S. Borax & Chemical Corp., N. Y., has been formed with merger of U. S. Potash Co. and Pacific Coast Borax Co., with executive headquarters in New York, and administrative offices in Los Angeles. Four operating divisions, one of which will deal directly with consumer advertising, were set up. Aside from Pacific Coast Borax Co. Div. (industrial borax manufacturing), U. S. Potash Co. Div. (industrial potash manufacturing), and Research Div., USB&C will maintain 20 Mule Team Products Div., which will handle sales and advertising of household products. McCann-Erickson, N. Y., will continue to service company.

The Edwards Agency, L. A., has bought Nine Fifteen N. La Cienega Corp. and will move to that address Sept. 1.

Hoggan & Hall Adv., Salt Lake City, moved to 116 S. Fifth East.

Marx Kaufman Adv. Inc., Baltimore, moved to 111 N. Charles St.

SPOT NEW BUSINESS

Brading Breweries Ltd., Toronto, Ont. (beer), in September starts *Rosemary Clooney Show* weekly on WGR-TV Buffalo, WWJ-TV Detroit, and WCNY-TV Carthage, N. Y. Agency is F. H. Hayhurst & Co., Toronto.

A&A PEOPLE

Herman C. Nolen, executive vice president in charge of wholesale drug department, McKesson & Robbins, N. Y., elected president, succeeding **George Van Gorder,** chairman of board and chief executive officer.

J. Lewis Ames, vice president and secretary, Ruthrauff & Ryan, N. Y., and **J. E. Fleisch,** vice president and account supervisor, Chicago office, elected directors of agency.

George B. Anderson, head of radio-tv department, Chicago office of Ruthrauff & Ryan Inc., elected vice president. Also elected to vice presidencies: **Gerald V. Kelleher** and **Ray A. Washburn,** account executives.

M. C. Patterson, vice president in charge of manufacturing operations, Dodge Div. of Chrysler Corp., Detroit, named president of Dodge, succeeding **William C. Newberg,** assigned as group vice president-automotive of Chrysler Corp.

William M. Nevin, director, market development department, Compton Adv., N. Y., named vice president. Mr. Nevin has been with agency since January 1955. **Wilson A. Shelton,** vice president and creative director, The Biow Co., N. Y., to Compton Adv., N. Y., as vice president and assistant creative director.

Alfred R. Tennyson, director, commercial productions department, Kenyon & Eckhardt, N. Y., elected vice president of agency. **Roger F. Moran,** creative director, North Adv., Chicago, to creative staff of K&E, Chicago.

David Nazionale, art director, Weightman Inc., Phila., named vice president. **Charles Fisher,** Al Paul Lefton Co., Phila., to Weightman copy department.

Robert W. Wright, eastern divisional sales manager, Durkee Famous Foods, to Habitant Soup Co., Manchester, N. H., as general sales manager, with office in Boston.

James J. Donahue, formerly assistant merchandising manager, domestic division, Pacific Mills Inc., to J. M. Mathes Inc., N. Y., as account executive. **Margaret Mulvaney,** senior advertising fashion writer, Hahne & Co., Newark, N. J., to Mathes copy staff.

K. C. Jones, associated with sales and public relations work at United Airlines Inc., Chicago, for nearly 20 years, promoted to public relations director, new UA post.

E. W. B. Lewis, staff assistant in treasury department of Westinghouse Electric International Co., N. Y., elected treasurer, and **J. P. Boyer,** with Westinghouse International since 1944 in various accounting capacities, named auditor.

Harty Hoff promoted from Chicago sales division to assistant advertising director, Wilson Sporting Goods Co., same city.

Carroll O'Meara, freelance tv writer and advertiser consultant, to C. J. LaRoche & Co., N. Y., as director of tv commercials. He formerly was with Young & Rubicam, L. A., and NBC-TV on West Coast.

Lee Carrau, executive producer, KGMB-TV Honolulu, Hawaii, to Van der Boom, Hunt, McNaughton Inc. as director of radio-tv department.

James Butz promoted to assistant director of advertising, sales promotion and public relations, and **Don Young** to public relations manager at Wilson & Co., Chicago meat packer.

LIBERTY
IN GOD WE TRUST
1953

A QUARTER will go a long way these days on WHO Radio!

Take 12 noon to 1 p.m. as an example . . .

WHEN you consider that a shoe shine plus tip now costs you a quarter almost anywhere, twenty-five cents invested in radio is a tremendous value—*especially on WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 12 noon and 1 p.m. will deliver a minimum of 100,058 actual *listening* homes, in Iowa alone!

That's at least 405 homes for a quarter, or 1000 homes for $.62—*ALL LISTENING TO WHO!*

That's the *measured* minimum. Over and above this proven audience, 50,000-watt WHO delivers thousands of additional listeners via Iowa's half million extra *home* sets and half million *car* radios—plus a vast bonus audience in "Iowa Plus"!

Your PGW Colonel will be glad to tell you the whole story on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

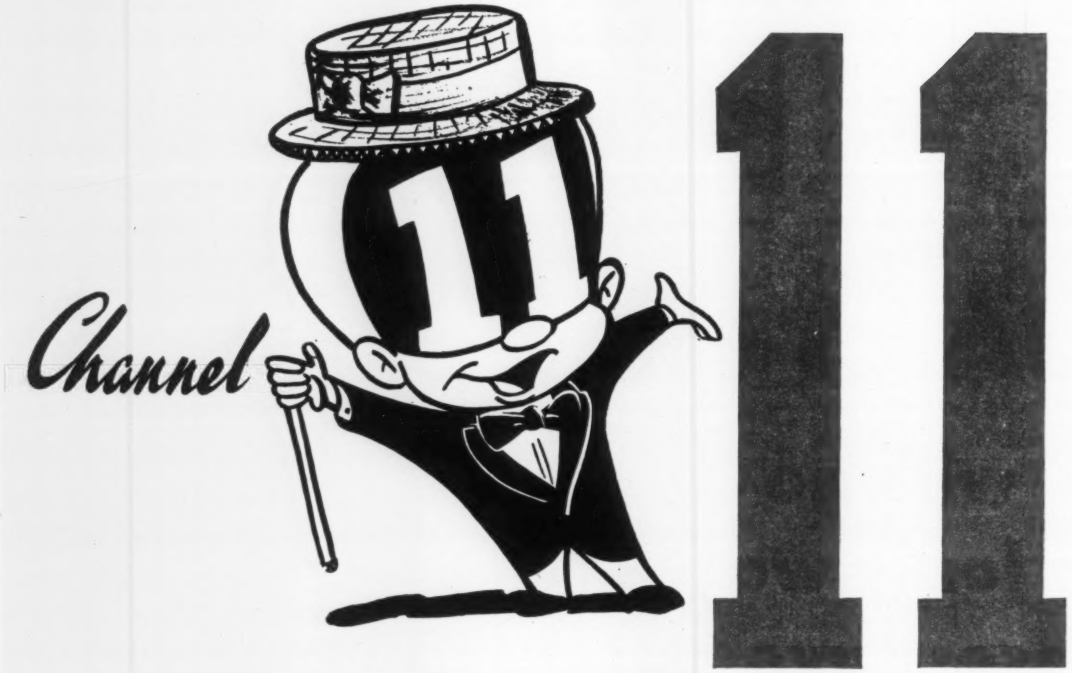
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

Louisville's
BEST KNOWN FIGURE



Since January 1, this little fellow has been seen by more individuals than any other man, woman, child . . . creature or character . . . live or animated . . . in the Louisville market.

The Channel 11 figure of WHAS-TV is seen on every station identification and promotion slide, every poster and printed piece, every mailing and display.

At a glance he means WHAS-TV, the dependable friend of Kentuckians and Hoosiers . . . the selling friend of local and national advertisers.

He should remind you that for individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

ABC DRAFTS PLAN FOR EQUALIZING TV FACILITIES IN TOP 200 MARKETS

Proposal, sent both to Senate Commerce Committee and to FCC, would equalize facilities' allocations, network contends. Included: reducing mileage separations to squeeze in v's, power reductions, directional antennas and move of some existing stations.

NEW PLAN to equalize tv facilities in the top 200 markets was submitted to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and to the FCC last week by ABC President Robert E. Kintner.

Key to the plan (detailed below) is ABC's request that minimum mileage separations between stations on the same channel be relaxed in order to squeeze in more vhf assignments. ABC recommended a minimum of 130 miles separation between vhf co-channel stations (compared to 170 mile minimum in Zone I under present rules). Coupled with mileage separation reductions are recommendations that FCC permit also reductions in power and directional antennas to permit vhf assignments, as well as to move some of the existing stations.

If adopted, the ABC president said, plan would permit the following distribution in the top 100 markets: 50 cities with four or more tv services; 25 with three vhf, 23 all uhf, one with two vhf and one with one vhf. In the second 100 markets, the plan would permit 17 cities to have four or more vhf facilities, 49 with three vhf, 29 all uhf, two with two vhf and three with one vhf.

Among the all-uhf cities proposed by ABC are the following which at present have a vhf channel assigned: Hartford-New Britain, New Haven-Waterbury, both Conn.; Fresno, Calif.; Utica-Rome, N. Y.; Peoria, Ill.; Erie, Pa.; Lancaster, Pa.; Madison, Wis.; Evansville, Ind.; Springfield, Ill.; Columbia, Ga.; Champaign-Urbana, Ill.; Elmira, N. Y.; St. Joseph, Mo.

The FCC has already instituted deintermixture proceedings in Hartford, Fresno, Peoria, Madison, Evansville, Springfield and Elmira. This was part of its allocations report June 26 [B•T, July 2].

In its petition to the FCC to reconsider its June 26 report and order, ABC strongly urged that these additional deintermixture moves be made so that facilities in major markets would be equal. It said that in only 15 instances would mileage reductions be necessary to assure at least three competitive services in each of the first 100 markets.

Rank	City	Present Commercial Vhf	Proposed Commercial Vhf	Remarks	Total Commercial vhf Resulting
1	New York (Newark)	2, 4, 5, 7, 9, 11, 13	same		7
2	Chicago	2, 5, 7, 9	same		4
3	Los Angeles	2, 4, 5, 7, 9, 11, 13	same		7
4	Philadelphia-Wilmington	3, 6, 10, 12	same	Wilmington ch. 12 provides 4th service	4
5	Detroit-Windsor	2, 4, 7, 9	same	Windsor ch. 9 provides 4th service.	4
6	Boston-Manchester	4, 5, 7, 9	same	Manchester ch. 9 can provide 4th service.	4
7	San Francisco-San Jose	2, 4, 5, 7, 11	same	San Jose ch. 11 can provide 5th service.	5
8	Pittsburgh (Irwin)	2, 4, 11	same		3
9	Washington	4, 5, 7, 9	same		4
10	Cleveland	3, 5, 8	3, 5, 8, 12	Move ch. 12 from Erie. See Market 85.	4
11	St. Louis	4, 5, 11	2, 4, 5, 11	Move ch. 2 from Springfield. See Market 119.	4
12	Minneapolis-St. Paul	4, 5, 9, 11	same		4
13	Baltimore	2, 11, 13	same		3
14	Buffalo	2, 4, 7	same	NBC owns uhf ch. 17.	3
15	Kansas City	4, 5, 9	2, 4, 5, 9	Move ch. 2 St. Joseph, Mo. to Kansas City. See Market 195.	4
16	Houston-Galveston	2, 11, 13	2, 5, 11, 13	Galveston ch. 11 provides 3rd service. Add ch. 5.	4
17	Milwaukee (White Fish Bay)	4, 6, 12	same	CBS owns uhf ch. 19	3
18	Cincinnati	5, 9, 12	same		3
19	Dallas-Fort Worth	4, 5, 8, 11	same	Fort Worth ch. 5 and 11 provide 3rd and 4th services. See Market 38.	4
20	Portland-Salem, Ore.	3, 6, 8, 12	same	Salem ch. 3 can provide 4th service.	4
21	Seattle-Tacoma	4, 5, 7, 11, 13	same	Tacoma ch. 11 and 13 provide 4th and 5th services.	5
22	Miami	4, 7, 10	4, 6, 7, 10 or all uhf	Add ch. 6 or possible deintermixture.	4 or all uhf
23	Atlanta	2, 5, 11	same		3
24	Denver	2, 4, 7, 9	same		4
25	Indianapolis-Bloomington	4, 6, 8 13	same	Bloomington ch. 4 provides 4th service.	4
26	San Diego-Tijuana	6, 8, 10, 12	same	Tijuana ch. 6 and 12 provide 3rd and 4th services.	4
27	Hartford-New Britain	3	none	Move ch. 3 to Providence area. See Market 29.	all uhf
28	New Orleans	4, 6	4, 6, 11 or 2, 4, 6, 11 or all uhf	Add ch. 11 or add ch. 11 and move ch. 2 from Baton Rouge. See Market 122. Or possible deintermixture by removing all vhf channels.	3 or 4 or all uhf
29	Providence-Fall River	10, 12	3, 6, 10, 12	Move ch. 3 from Hartford to Providence area. Add ch. 6. See Market 27.	4
30	Albany-Schenectady-Troy (Vail Mills)	6, 10	all uhf or 6, 8, 10	Move ch. 6 to Syracuse. Delete ch. 10 and make all uhf or add ch. 8. See Market 33.	all uhf or 3
31	Bridgeport-Stamford-Norwalk	none	none		all uhf
32	Louisville	3, 11	3, 7, 11	Move ch. 7 from Evansville. See Market 111.	3
33	New Haven-Waterbury	8	none	Add ch. 8 to Albany. See Market 30.	all uhf
34	Columbus	4, 6, 10	same		3
35	San Bernardino-Riverside	none	none		all uhf
36	Rochester	5, 10	5, 10, 13	Add ch. 13.	3
37	Memphis	3, 5, 13	same		3
38	Forth Worth-Dallas	4, 5, 8, 11	same	Dallas ch. 4 and 8 provide 3rd and 4th services. See Market 19.	4
39	Worcester	none	none		all uhf
40	Youngstown	none	none		all uhf
41	Dayton	2, 7	2, 7, 11	Add ch. 11.	3
42	Birmingham	6, 13	3, 6, 13	Add ch. 3.	3
43	San Antonio	4, 5, 12	same		3
44	Tampa-St. Petersburg	8, 13	5, 8, 10, 13	Add ch. 5, 10	4
45	Toledo	11, 13	13	Move ch. 11 to Grand Rapids-Kalamazoo area. See Market 58.	1
46	Springfield-Holyoke	none	none		all uhf
47	Akron	none	none		all uhf
48	Phoenix (Mesa)	3, 5, 10, 12	same		4
49	Allentown-Bethlehem-Easton	none	none		all uhf
50	Norfolk-Portsmouth	3, 10	3, 5, 10, 13	Exchange ch. 13 for ch. 12 in New Bern and move ch. 13 from New Bern. Add ch. 5	4
51	Omaha	3, 6, 7	same		3
52	Syracuse	3, 8	3, 7, 9 or 3, 6, 8	Exchange ch. 8 for ch. 7 in Carthage and move ch. 9 from Elmira or move ch. 6 from Schenectady to Syracuse. See Market 170.	3
53	San Jose-San Francisco	2, 4, 5, 7, 11	same	San Francisco ch. 2, 4, 5, 7 provide 4 services.	5
54	Richmond-Petersburg	6, 8, 12	2, 6, 8, 12	Petersburg ch. 8 provides 3rd service. Add ch. 2.	4
55	Oklahoma City	4, 9	4, 5, 7, 9	Move ch. 5 from Enid and ch. 7 from Lawton.	4
56	Sacramento-Stockton	3, 10, 13	3, 6, 10, 13	Chg. ch. 6 to commercial. See Market 91. Stockton ch. 13 can provide 4th service.	4
57	Flint-Saginaw-Bay City	5, 12	5, 10, 12	Receives service from Bay City ch. 5. Move ch. 10 from Parma-Onondaga to Flint area.	3
58	Grand Rapids-Kalamazoo	3, 8	3, 8, 11	Move ch. 11 from Toledo. Ch. 3 Kalamazoo provides 3rd service.	3
59	Fall River-Providence	10, 12	3, 6, 10, 12	Providence provides 4 services ch. 3, 6, 10, 12. See Market 29.	4
60	Jacksonville	4, 12	4, 7, 10, 12	Chg. ch. 7 to commercial. Add ch. 10 or possible deintermixture by removing all vhf channels.	4 or all uhf
61	Nashville (Old Hickory)	4, 5, 8	2, 4, 5, 8	Chg. ch. 2 to commercial.	4
62	Wichita-Hutchinson	3, 10, 12	3, 6, 10, 12	Hutchinson ch. 12 provides 3rd service. Add ch. 6.	4
63	Wilmington-Philadelphia	3, 6, 10, 12	same	Philadelphia ch. 3, 6, 10 provide 3 services.	4
64	Poughkeepsie-Newburg-Beacon	none	none		all uhf
65	Fresno	12	none	Move ch. 12 to Bakersfield. See Market 84.	all uhf
66	Wilkes-Barre-Hazelton	none	none		all uhf
67	Tulsa-Muskogee	2, 6, 8	2, 6, 8, 11	Muskogee ch. 8 provides 3rd service. Change ch. 11 to commercial.	4

NOBODY'S LISTENING BUT PEOPLE -ALL OF THEM STEADY EATERS!

What a time to talk about food...while 4,115,000 people a minute are listening attentively to daytime CBS Radio.

Mostly they're homemakers, too busy for other advertising media. They're listening to 11 serial dramas on CBS Radio, starting at 12:00 noon, CNYT, Monday through Friday.

In one week, these programs reach 20,548,000 different people.

2:00–2:05
NEWS

From left to right:

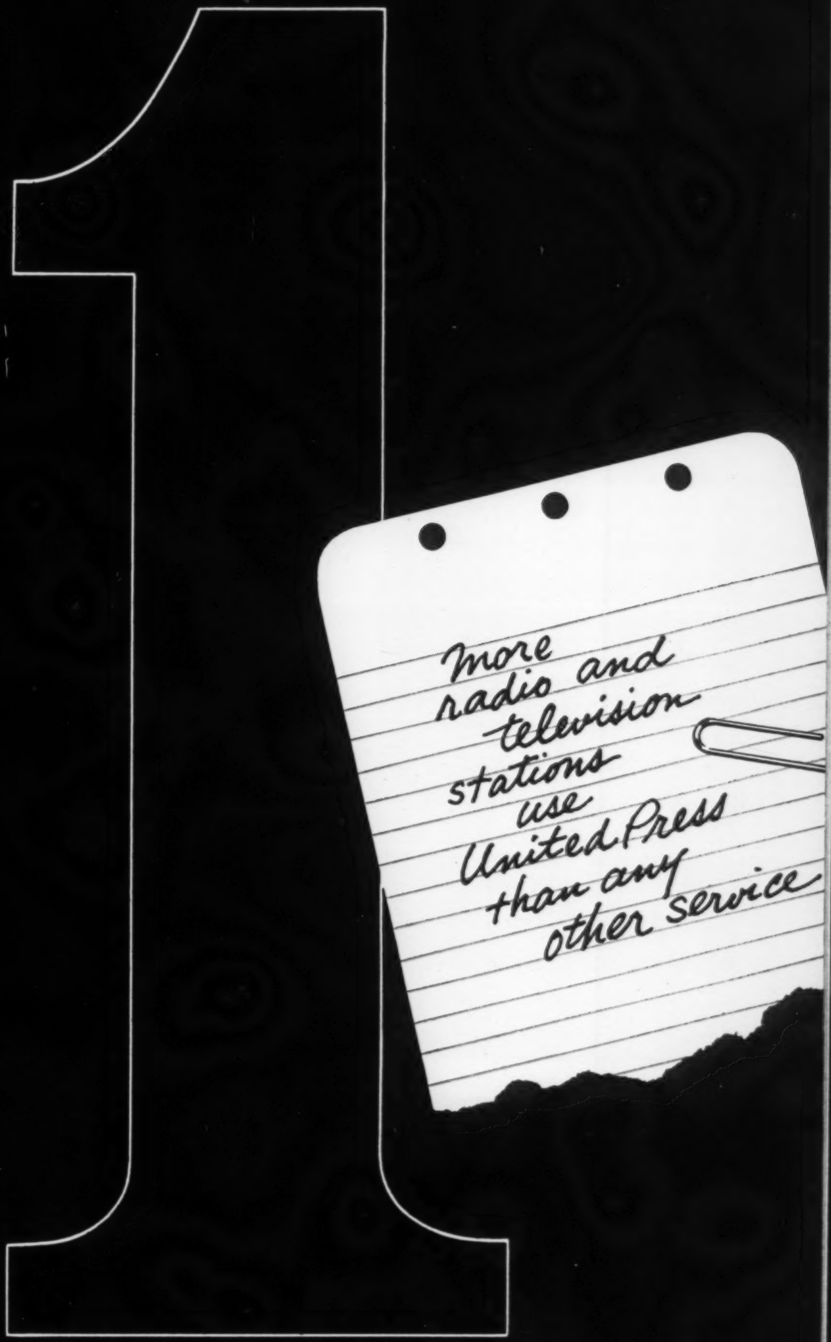
12:00 N.	WENDY WARREN & THE NEWS
12:15 PM	BACKSTAGE WIFE
12:30 PM	ROMANCE OF HELEN TRENT
12:45 PM	OUR GAL SUNDAY
1:00 PM	ROAD OF LIFE
1:15 PM	AUNT JENNY
1:30 PM	YOUNG DR. MALONE
1:45 PM	GUIDING LIGHT
2:05 PM	RIGHT TO HAPPINESS
2:15 PM	SECOND MRS. BURTON
2:30 PM	THIS IS NORA DRAKE

this is the right time to buy...

THE CBS RADIO NETWORK

ABC'S PLAN FOR TOP 200 MARKETS *(Continued)*

Rank	City	Present Commercial Vhf	Proposed Commercial Vhf	Remarks	Total Commercial Vhf Resulting
68	Salt Lake City-Ogden	2, 4, 5, 9	same	Ogden ch. 9 provides 4th service.	4
69	Harrisburg	none	none		all uhf
70	Des Moines (Ames)	5, 8, 13	5, 8, 11, 13	Change ch. 11 to commercial.	4
71	Canton	none	none		all uhf
72	Trenton-Philadelphia	3, 6, 10	same	Receives 3 services from Philadelphia ch. 3, 6, 10.	3
73	Knoxville	6, 10	2, 6, 8, 10	Move ch. 2 to Knoxville from Sneedville and change to commercial. Add ch. 8.	4
74	Utica-Rome	13	none		all uhf
75	Wheeling-Steubenville	7, 9	same		2
76	Davenport-Rock Island-Moline	4, 6	4, 6, 8,	Move ch. 8 from Peoria.	3
77	Charleston-Huntington, W. Va.	3, 8, 13	3, 5, 8, 13	Can receive 2nd and 3rd services from Huntington ch. 3 and 13. See Market 105. Move ch. 5 from Weston and make commercial.	4
78	Reading, Pa.	none	none		all uhf
79	Peoria	8	none	Move ch. 8 to Davenport-Rock Island-Moline. See Market 76.	all uhf
80	Spokane	2, 4, 6	2, 4, 6, 7	Chg. ch. 7 to commercial.	4
81	South Bend	none	none		all uhf
82	Duluth-Superior	3, 6	3, 6, 8, 11	Add ch. 11. Chg. ch. 8 to commercial	4
83	Chattanooga	3, 12	3, 9, 12	Move of ch. 9 from Rome, Georgia	3
84	Bakersfield	10	8, 10, 12	Move ch. 12 from Fresno and add ch. 8. See Market 65.	3
85	Erie	12	none	Move ch. 12 to Cleveland. See Market 10.	all uhf
86	Tacoma-Seattle	4, 5, 7, 11, 13	same	Seattle ch. 4, 5, 7 provide 3 services.	5
87	Fort Wayne	none	none		all uhf
88	Lancaster	8	none		all uhf
89	Lansing	6	6, 10, 12	Can receive service from Flint ch. 10 and 12. See Market 57.	3
90	Beaumont-Port Arthur	4, 6	4, 6, 9	Move ch. 9 from Lufkin	3
91	Stockton-Sacramento	3, 10, 13	3, 6, 10, 13	Can receive 2nd, 3rd and 4th services from ch. 3, 6 and 10 Sacramento. See Market 56.	4
92	Greensboro-Winston Salem-High Point	2, 12	2, 6, 8, 12	Add ch. 6 and 8.	4
93	Brownsville-Harlingen-McAllen	4, 5	2, 4, 5, 13	Add ch. 2 and 13	4
94	Johnstown-Altoona	6, 10	3, 6, 8, 10	Add ch. 3 and 8.	4
95	Shreveport	3, 12	2, 4, 12	Add ch. 2 and 4. Delete ch. 3.	3
96	El Paso-Cuidad Juarez	2, 4, 5, 9, 11, 13	same	Cuidad Juarez ch. 2, 5, 11 provide service.	6
97	Charlotte	3, 9,	3, 9, 11	Add ch. 11	3
98	Corpus Christi	6, 10	2, 6, 7, 10	Add ch. 2 and 7	4
99	Scranton	none	none		all uhf
100	Little Rock-Pine Bluff	4, 7, 11	2, 4, 7, 11	Receives 3rd service from Pine Bluff ch. 7. Chg. ch. 2 to commercial.	4
101	York, Pa.	none	none		all uhf
102	Rockford, Ill.	13	3, 13	Move ch. 3 from Madison, Wis. See Market 109.	2
103	Binghamton, N. Y.	12	2, 4, 12	Add ch. 2 and 4.	3
104	Mobile-Pensacola	3, 5, 10	3, 5, 10	Ch. 3 Pensacola can provide 3rd service.	3
105	Huntington-Charleston	3, 8, 13	3, 5, 8, 13	Can receive 3rd and 4th service from Charleston ch. 5 and 8.	4
106	Brockton			See Boston and Providence.	5
107	Atlantic City, N. J.	none	none		all uhf
108	Tucson, Arizona	4, 9, 13	same		3
109	Madison, Wis.	3	none	Move ch. 3 to Rockford, Ill. See Market 102.	all uhf
110	Portland, Me.	6, 13	6, 11, 13	Chg. ch. 11 Durham educ. to commercial and move to Portland.	3
111	Evansville, Ind.	7	none	Move ch. 7 to Louisville, Ky. Delete ch. 9 from Hatfield, Ind.	all uhf
112	Hamilton-Middletown			See Cincinnati and Dayton.	6
113	Austin, Tex.	7	7, 11, 13	Add ch. 11 and 13	3
114	Albuquerque, N. M.	4, 7, 13	same		3
115	W. Palm Beach, Fla.	5, 12	same		2
116	Ft. Lauderdale-Miami, Fla.	4, 7, 10	4, 6, 7, 10 or all uhf	Miami provides 4 services (ch. 4, 6, 7, 10). See Market 22	4 or all uhf
117	Saginaw-Bay City-Flint, Mich.	5, 12	5, 10, 12	Receives service from Bay City (ch. 5) and from Flint ch. 10 and 12. See Market 57.	3
118	Lorain-Elyria, Ohio			See Cleveland.	4
119	Springfield, Ill.	2	none	Move ch. 2 to St. Louis and Terre Haute. See Market 11.	all uhf
120	Manchester-Boston, Mass.	4, 5, 7, 9	same	Boston (ch. 4, 5, 7) provides 3 services.	4
121	Lubbock, Tex.	5, 11, 13	same		3
122	Baton Rouge, La.	2	2, 7, 13 or none	Add ch. 7 and 13, or permissible move ch. 2 to New Orleans. See Market 28.	3 or all uhf
123	Greenville-Asheville-Spartanburg, S. C.	4, 7, 13	same	Spartanburg ch. 7 and Asheville ch. 13 provide service.	3
124	Augusta, Ga.	6, 12	2, 6, 12	Add ch. 2.	3
125	Columbia, S. C.	10	8, 10, 13	Chg. ch. 13 to commercial and move from Charleston, S. C. Move ch. 8 from Florence. See Market 146.	3
126	Orlando, Fla.	6, 9	4, 6, 9	Add ch. 4.	3
127	Jamestown, N. Y.	none	none		all uhf
128	New London-Norwich, Conn.	none	none		all uhf
129	Roanoke-Lynchburg, Va.	7, 10, 13	same	Receives service from Lynchburg ch. 13.	3
130	Waco-Temple, Tex.	6, 10	6, 10, 12	Temple ch. 6 provides service. Add ch. 12	3
131	Savannah, Ga.	3, 11	3, 9, 11	Chg. ch. 9 to commercial.	3
132	Cedar Rapids-Waterloo, Iowa	2, 7, 9	same	Receives service from Waterloo ch. 7. See Market 157.	3
133	Kalamazoo-Grand Rapids, Mich.	3, 8	3, 8, 11	Move ch. 11 from Toledo.	3
134	Amarillo, Tex.	4, 7, 10	same		3
135	Eugene, Ore.	13	2, 9, 13	Add ch. 2. Chg. ch. 9 to commercial	3
136	Boise-Caldwell-Nampa, Idaho	2, 6, 7, 9, 12	same	Caldwell ch. 9 provides 3rd service. Nampa ch. 6 and 12 provide 4th and 5th services.	5
137	Hampton-Warwick, Va.			See Norfolk.	4
138	Ann Arbor, Mich.			See Detroit	4
139	Battle Creek, Mich.	none	none		all uhf
140	Lincoln, Neb.	10, 12	2, 10, 12	Add ch. 2	3
141	Yakima, Wash.	none	none		all uhf
142	Galveston-Houston, Tex.	2, 11, 13	2, 5, 11, 13	Houston provides service (ch. 2, 5, 13). See Market 16.	4
143	Muskegon, Mich.	none	none		all uhf
144	Pittsfield, Mass.	none	none		all uhf
145	Santa Barbara, Calif.	3	same		1
146	Charleston, S. C.	2, 5	2, 4, 5	Add ch. 4, chg. ch. 13 to commercial and move to Columbia, S. C. See Market 125	3
147	Sioux City, Iowa	4, 9	2, 4, 9	Move ch. 2 from Vermillion and chg. to commercial.	3
148	Montgomery-Selma, Ala.	8, 12	5, 8, 12	Receives service from Selma ch. 8. Add ch. 5.	3
149	Jackson, Miss.	3, 12	3, 5, 12	Add ch. 5.	3
150	Racine, Wis.			See Milwaukee	3
151	Raleigh-Durham, N. C.	5, 11	5, 7, 11	Durham ch. 11 provides third service. Move Washington ch. 7 to Raleigh area.	3
152	Topeka, Kan.	13	6, 11, 13	Add ch. 6. Chg. ch. 11 Lawrence, Kan. to commercial, move to Topeka.	3
153	Decatur, Ill.	none	none		all uhf
154	Jackson, Mich.	none	none		all uhf
155	Lexington, Ky.	none	none		all uhf
156	Columbus, Ga.	4	none	Move ch. 4 to Macon, Ga. See Market 167	all uhf
157	Waterloo-Cedar Rapids, Iowa	2, 7, 9	2, 7, 9	Receives service from Cedar Rapids ch. 2, 9.	3
158	Altoona-Johnstown, Pa.	6, 10	3, 6, 8, 10	Can receive service from ch. 3, 6 and 8. See Market 94.	4
159	Winston-Salem-Greensboro, N. C.	2, 12	2, 6, 8, 12	Greensboro ch. 2, 6, 8 provide three services. See Market 92.	4
160	Wichita Falls, Tex.	3, 6	3, 6, 10	Add ch. 10.	3
161	Spartanburg-Asheville-Greenville, S. C.	4, 7, 13	same	Greenville ch. 4 and Ashville ch. 13 provide service. See Market 123.	3
162	Everett, Wash.			See Seattle.	3


more
radio and
television
stations
use
United Press
than any
other service

More use U. P. news and radio wires
More use U. P. facsimile newspictures
More use U. P. Movietone newsfilm

ABC'S PLAN FOR TOP 200 MARKETS *(Continued)*

Rank	City	Present Commercial Vhf	Proposed Commercial Vhf	Remarks	Total Commercial vhf Resulting
163	Terre Haute, Ind.	10	2, 5, 10	Move ch. 2 from Springfield. Add ch. 5.	3
164	Salem-Portland, Ore.	3, 6, 8, 12	same	Portland can provide 3 services (ch. 6, 8, 12).	4
165	Springfield-Dayton, Ohio	2, 7	2, 7, 11	Dayton provides three services (ch. 2, 7, 11). See Market 41.	3
166	Champaign-Urbana, Ill.	3	none		all uhf
167	Macon, Ga. (Warner Robbins)	13	4, 7, 13	Move ch. 4 from Columbus, Add ch. 7. See Market 156.	3
168	Springfield, Mo.	3, 10	3, 5, 10	Add ch. 5.	3
169	Bangor, Me.	2, 5	2, 5, 12	Move ch. 12 from Orono and make commercial	3
170	Elmira, N. Y.	9	none	Move ch. 9 to Syracuse. See Market 52.	all uhf
171	Green Bay-Marinette, Wis.	2, 5, 11	same	Receives service from Marinette ch. 11.	3
172	Anderson-Indianapolis, Ind.	6, 8, 13	same	Indianapolis provides three services ch. 6, 8, 13.	3
173	Mansfield, Ohio	none	none		all uhf
174	Pensacola-Mobile	3, 5, 10	3, 5, 10	Mobile ch. 5 and 10 can provide service.	3
175	Elkhart, Ind.	none	none		all uhf
176	Asheville, N. C.	13	same		1
177	Lima, Ohio	none	none		all uhf
178	Joplin, Mo.-Pittsburg, Kan.	7, 12	4, 7, 12	Pittsburg, Kan., ch. 7 provides 3rd service. Add ch. 4.	4
179	Durham-Raleigh, N. C.	5, 11	5, 7, 11	Raleigh ch. 5, 7 provides two services. See Market 151.	3
180	Port Huron, Mich.	none	none		all uhf
181	Oshkosh, Wis.	none	none		all uhf
182	New Castle, Pa.	none	none		all uhf
183	Williamsport, Pa.	none	none		all uhf
184	Lake Charles, La.	7	3, 7, 12	Add ch. 3 and 12.	3
185	Sioux Falls, S. D.	11, 13	5, 11, 13	Move ch. 5 from Mitchell.	3
186	Reno, Nev.	4, 8	2, 4, 8	Add ch. 2	3
187	Watertown-Carthage, N. Y.	7	7 or 8	Carthage, N. Y. provides one service, ch. 7 or 8. See Syracuse Market 52.	1
188	Colorado Springs-Pueblo, Colo.	5, 11, 13	same	Can receive service from Pueblo ch. 5. See Market 192.	3
189	Ogden-Salt Lake City, Utah	2, 4, 5, 9	same	Receives service from Salt Lake City ch. 2, 4, 5. See Market 68.	4
190	Bay City-Flint-Saginaw, Mich.	5, 12	5, 10, 12	Receives service from Flint ch. 10 and 12.	3
191	Bloomington, Ill.	none	none		all uhf
192	Pueblo-Colorado Springs, Colo.	5, 11, 13	same	Can receive service from Colo. Springs ch. 11, 13. See Market 188.	3
193	Muncie, Ind.	none	none		all uhf
194	Danville, Ill.	none	none		all uhf
195	St. Joseph, Mo.	2	none	Move ch. 2 to Kansas City. See Market 15.	all uhf
196	Appleton, Wisc.			See Green Bay.	3
197	Kenosha			See Milwaukee.	3
198	Bellingham-Vancouver-New Westminster-Chilliwack, Wash.	2, 3, 8, 10, 12	same	Vancouver-New Westminster ch. 2, 8, 10 and Chilliwack ch. 3 provide 4 services.	5
199	Las Vegas-Henderson-Boulder City, Nev.	2, 4, 8, 13	same	Henderson ch. 2 and Boulder City ch. 4 provide service.	4
200	Modesto, Calif.	none	none		all uhf

CONELRAD SUCCESS; DES MOINES 'RAIDED'

Iowa Marine reserves pull surprise 'attack' on city to show what can be done by small group. Broadcasters report that civil defense test accomplishes purpose.

BROADCAST stations proved during a six-day civil defense maneuver that the Conelrad alert system is a successful way of maintaining air silence and delivering emergency messages to the public. The vulnerability of the communications industry also was shown when a group of Marine reserves "captured" key facilities of Des Moines, Iowa, last Wednesday night.

Already informal protests have been made to civil defense officials about the incident at Des Moines, where the 20th Marine Reserve Rifle Company decided to capture the city's key facilities at the conclusion of its weekly drill. According to a Des Moines broadcast source, the Marines were led by M/Sgt. Don Plato, acting on their own initiative and without any civil defense or Marine Corps authority. Sgt. Plato said their purpose was to "wake the people up to what a few men can do in a short time in silencing a city ahead of an air attack."

Radio-tv stations were invaded around 11 p.m. reserves carrying what appeared to be rifles and grenades. They induced stations to go off the air for a minute—all, that is, but KCBC, a 24-hour outlet. After 9 p.m., KCBC operates from the transmitter. Staff personnel on duty there obeyed standing instructions not to let anybody in at night so the Marine squadron decided to leave. The Marines extended their maneuver, however, to WOI-AM-TV at Ames, 35 miles away.

Arthur S. Flemming, director of the Office of Defense Mobilization, told B•T he had not been officially informed of the Des Moines incident. He described the invasion and silencing of broadcast stations as "fantastic" but said ODM was taking no action at this point. ODM would have control, he added, in case of a general mobilization or emergency. He suggested FCC and civil defense authorities might investigate the incident.

FCC Defense Comr. Robert E. Lee, who spent six days on location at the communications setup, told B•T, "This business of staging exercises for civil defense has to be done. It could be extremely important. I have no sympathy with anyone who gets cute. The act of forcing a broadcast station off the air could violate the Communications Act.

"The government spent a lot of money to learn important lessons. I can't treat these lessons lightly. When the facts come before me, I will refer the matter to the Commission. If the law has been violated, the Dept. of Justice may want to take a look at it."

The Conelrad portion of the week's drills [B•T, July 23] was handled efficiently, judging by informal reports to CD and FCC officials.

Nathan P. Colwell, chief of the Audio-Visual Div. radio-tv branch, Federal Civil Defense Adm., told B•T the exercises provided important lessons in restoration of communications in case of attack. Col. Richard F. Lynch, director of the Los Angeles civil defense unit, praised radio-tv cooperation in the Conelrad test. He said the exercise "helped make the public far more alert and informed."

Joining FCC Comr. Lee at the FCC's location point during the exercises were Harland R. Morris, defense coordinator; Robert D. L'Heureux, secretary's office; Warren E. Baker, general counsel; J. Smith Henley, assistant general counsel; Harold G. Cowgill, chief, Communications Carrier Bureau; Robert W. Cox, executive officer; James E. Barr, assistant chief, Broadcast Bureau; Curtis E. Plummer, chief, Safety & Special Radio Services Bureau; Frank M. Kratokvil, assistant chief, Field Engineering & Monitoring Bureau; George V. Stelzenmuller, representing the office of the chief engineer, and Annette E. Hutterly, secretary's office.

Hartford Ch. 3 Winner Files to Keep Allocation

PETITION asking that the FCC reconsider its June 26 allocations report which proposed to move Hartford, Conn., ch. 3 to Providence, R. I., was filed by WTIC Hartford last week. The FCC approved the grant of ch. 3 to WTIC two weeks ago but officially announced its decision last week [B•T, July 23].

WTIC claimed the deintermixture proposal for Hartford violates the equal facilities provisions of the Communications Act, is designed to protect existing stations from competition, illegally modifies WTIC's grant without due process, and is repetitious rule-making.

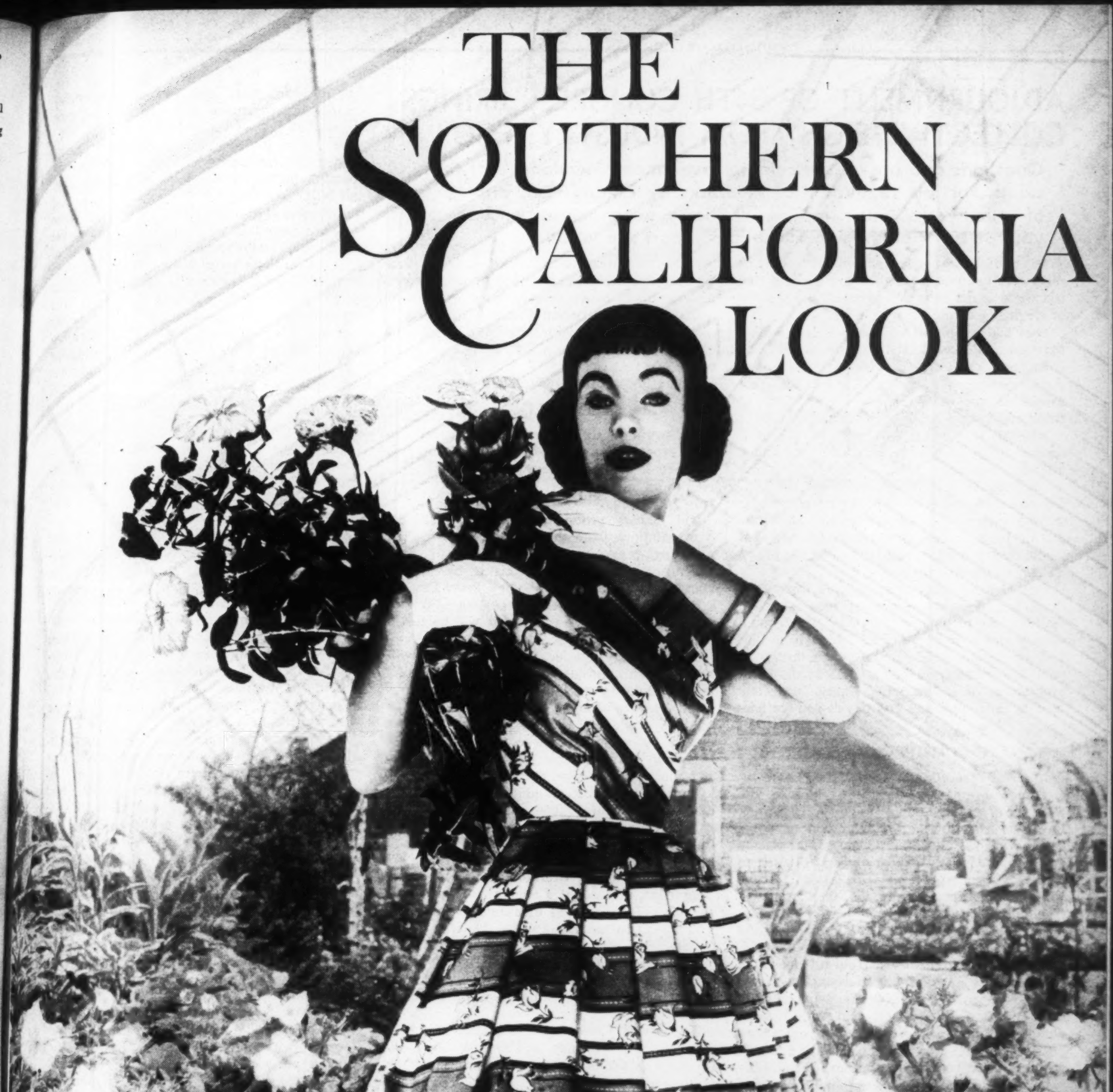
When the Commission made its final determination in favor of WTIC by a 6-0 vote, it conditioned the grant on the outcome of its pending rule-making proceeding proposing to move ch. 3 to Providence. It therefore forbade WTIC to begin construction until completion of that proceeding.

In making the grant to WTIC and denying the application of Hartford Telecasting Co., the FCC upheld a June 1955 initial decision by former Examiner Fanney N. Litvin. Comr. John C. Doerfer voted to make the grant without any conditions.

WTIC, owned by Travelers Insurance Co., was favored by the FCC in areas of local residence, civic participation and past broadcast experience. The Commission found that WTIC's broadcast preference lost some of its significance, however, because of the strong showing in that category by Telecasting—headed by Harry C. Butcher, owner of KIST Santa Barbara, and 13% owner of KEYT (TV) same city, wartime aide to Gen. Eisenhower.

Telecasting was given preference for diversification of business interests (Travelers owns stock in other insurance companies, banks, public utilities, railroads, among other businesses). Telecasting was criticized for what the FCC called "irresponsible" charges made against Traveler principals.

THE SOUTHERN CALIFORNIA LOOK



It's rows of roses rambling over yards of unpressed pleats—in this fresh new cotton designed by Alex Colman of California.

It's acres of flowers—an eight-million-dollar garden, within the KRCA signal area, that produces 45% of America's rose crop.

It's millions of lasting impressions—made on big-earning, big-spending Southern Californians by advertisers who use . . .

KRCA·4 . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATION IN LOS ANGELES

ADJOURNMENT OF 84TH CONGRESS BRINGS COLLECTIVE SIGH FROM INDUSTRY, FCC

Questions and answers dominate seven-month session. Left undecided: Possible regulation of networks by Commission, prohibition of tv networks' 'must buy' and 'option time' practices, and pay-as-you-see tv. Commission allocations report supported.

THE buffeted broadcasting industry and its regulator, the FCC, breathed a collective sigh last week as the 84th Congress reached the end of its final session.

They had undergone a January-to-July grilling that outdid all advance billings as congressional committees on both sides of Capitol Hill put them through a rope-jumping session that ranged all the way from serious endeavor to frank and brazen headline-hunting.

Anyone with a story to tell got to tell it several times as one congressional committee after another grabbed the ball and tried to outdo its predecessor. Broadcasters and the FCC fed so much material—by choice and under duress—into the legislative maw that staff people in both groups complained of damaged health from working late into the night on short-notice assignments.

Out of it all there came a little legislation, thousands of pages of hearing records and a reallocations plan from the FCC which envisions a long-term move of all television to uhf. Left undecided as of now are such threats as possible regulation of the networks by the FCC, prohibition of tv networks' "must buy" and "option time" practices and pay-as-you-see television.

SENATE COMMERCE COMMITTEE

In terms of accomplishments, the Senate Interstate & Foreign Commerce Committee was well ahead of any other congressional group. In its investigation of the television networks and the uhf-vhf allocations problem, the Senate group held 31 days of hearings and listened to nearly 150 witnesses during this session. There is a possibility, not definite, that the Commerce Committee, headed by Sen. Warren G. Magnuson (D-Wash.), will hold additional hearings this fall, according to a committee spokesman.

This Senate group heard from all phases of the television broadcasting industry—uhf and vhf spokesmen, the tv networks, network affiliates and non-affiliates, set and tv broadcast equipment manufacturers, pay-tv advocates, consumers (viewers), the FCC, Justice Dept., labor and talent unions and groups and others.

On the uhf-vhf problem, uhf spokesmen saw the end of uhf broadcasting and of tv without deintermixture or an allocation plan to help uhf, while vhf people generally favored the FCC's 1952 Sixth Report & Order. The tv networks held varying views on deintermixture and reallocations.

On network practices, several witnesses charged the networks with monopolistic practices or violations of the antitrust laws. The two main charges against the networks were brought by Richard A. Moore, independent KTTV (TV) Los Angeles, who charged network must buy and time option practices violate antitrust laws, and Sen. John W. Bricker (R-Ohio), who issued a report, "The Network Monopoly," using figures obtained by the FCC on a confidential basis from networks.

Networks and their affiliates denied these charges and added that must buy and time option practices are necessary to the present system of tv broadcasting and that these practices are responsible for the rapid growth of television in a few years.

Broadcasters, for the most part, formed ranks against the threat of toll television, insisting that pay-tv advocates are trying to make profits in an industry where they have taken no risks, and that a pay-tv system would destroy broadcasting by skimming off the cream of the present "free" video programs, while adding little of its own.

Under repeated demands from senators and witnesses to come forward with a tv reallocation plan, the FCC issued its Report & Order on Tv Allocations [B•T, June 25] after a reallocation proceeding which lasted eight months. The Senate committee gave support to the FCC plan in an interim report issued last week [B•T, July 16, et seq.].

The Senate group expects allocation recommendations from the volunteer industry *ad hoc* engineering committee named by Sen. Magnuson last year and headed by Massachusetts Institute of Technology Prof. Edward L. Bowles. Committee spokesmen did not know last week when this report will be forthcoming, but hope for it "shortly."

The committee, aside from allocations, will be faced with consideration of whether tv networks should be regulated by the FCC, as proposed by Sen. Bricker in his bill (S 825); or whether must buy and time option practices should be prohibited; whether legislation is needed to limit multiple tv station ownership, and the pay television question.

During the Senate committee's hearings several complaints arose from senators about overcommercialism and misleading advertising in radio and tv commercials. Sen. Magnuson asked the FCC whether it was exercising its full power to curb overcommercialism. Sen. Magnuson, as head of a Senate Appropriations subcommittee, also was instrumental in appropriating extra money to the Federal Trade Commission with the understanding the FTC would increase its monitoring of radio-tv commercials. The committee asked FCC and FTC to establish closer liaison in curbing offensive advertising.

The Senate Commerce Committee also held three days of hearings in February on a bill (S 923) to prohibit advertising of liquor on radio and tv and in other media. Dry proponents of the bill spoke for the measure and broadcasters, advertising spokesmen and the beer, wine and distilling industries against it.

HOUSE COMMERCE COMMITTEE

The House Interstate & Foreign Commerce Committee's Harris subcommittee held hearings on several bills to amend Sec. 315 (a) (political broadcasting) of the Communications Act and other measures affecting the broadcasting industry (see bills). The parent committee also heard pro and con arguments on the House bill (HR 4627) to prohibit liquor advertising.

EVINS SUBCOMMITTEE of HOUSE SMALL BUSINESS COMMITTEE

This House group, after announcing in the first session that it would hold hearings, opened up in March this year with sensational charges in which it said FCC Chairman George C. McConnaughey, in talks with the committee staff, admitted that FCC staffers are reluctant to participate in a decision against networks for fear of losing their jobs. Mr. McConnaughey denied this statement and said he had been misquoted.

To open its hearings, the House group, headed by Rep. Joe L. Evins (D-Tenn.), subpoenaed thousands of documents from CBS and NBC concerning their correspondence and transactions with the FCC. Charging White House influence in FCC decisions, the House group also subpoenaed two principals of WXEX-TV Petersburg, Va., to question them on allegations influence was used in the grant of ch. 8 at Petersburg to WXEX-TV. The committee staff's questioning brought charges from GOP committee members and other Republicans that the House group was taking part in a "fishing expedition." The committee also heard testimony from uhf broadcasters, but asked few questions.

HOUSE ANTITRUST SUBCOMMITTEE

The second blast from the double-barrel shotgun aimed at the FCC came when the Commission was brought before the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.).

Congressmen asked the FCC in a late-June session why it had approved the NBC-Westinghouse Broadcasting Co. swap of their respective radio-tv stations in Cleveland and Philadelphia, pointing to an FCC staff investigation, made before the FCC approval, which indicated WBC went through with the swap because the firm was afraid that otherwise it would lose its NBC-TV affiliations in Philadelphia and elsewhere. The staff study also saw a possibility of NBC concentration of owned-station coverage from "Connecticut to Virginia."

Commissioners replied that McFarland letters sent afterward to both parties brought back replies that indicated there was no pressure involved. The House subcommittee earlier had heard Stanley Barnes, then head of the Justice Dept.'s Antitrust Division, testify that the Justice Dept. had the WBC-NBC swap under investigation.

In a second session in early July, the subcommittee staff strove mightily to make the FCC admit that CBS and NBC are monopolies and that must-buy and time option practices violate the antitrust laws. The FCC refused to agree.

The House group began this session by revealing financial figures, which it got from the FCC, indicating the rate of return on investments made by the two networks in the past few years. Besides citing the figures also used by Sen. Bricker in his report, "The Network Monopoly," which used figures through 1954, the House group also revealed for the first time the 1955 figures furnished to the FCC. FCC Chairman McConnaughey defended the right of private businesses to make profits and said broadcasting stations cannot be treated like common carriers; i.e., their rates cannot be regulated by government.

The House Antitrust Subcommittee has announced it plans lengthy hearings in New York in September at which the tv network presidents and others in the industry will testify.

HOUSE GOVERNMENT OPERATIONS SUBCOMMITTEE

This House unit heard testimony from the FCC Feb. 17 in the former's inquiry to find if government agencies and departments are withholding information from the public and from congressmen.

HOUSE UN-AMERICAN ACTIVITIES COMMITTEE

The House Un-American Activities Committee held a week-long hearing in mid-July on the controversial "Report on Blacklisting," sponsored by the Ford Foundation's Fund for the

<table>
<tr><th>Q</th><th>A</th></tr>
<tr><td>Who is watching TV on weekday afternoons in BUFFALO?</td><td>21.4% of all TV homes or 114,490 in Western New York, per average quarter-hour, plus a big Canadian Bonus.</td></tr>
<tr><td>Which stations are they watching?</td><td>
<table>
<tr><th>STATION</th><th>SHARE OF AUDIENCE</th><th>HOMES PER AVERAGE QUARTER-HOUR</th></tr>
<tr><td>WGR-TV</td><td>53%</td><td>60,680</td></tr>
<tr><td>Station B</td><td>39%</td><td>44,651</td></tr>
<tr><td>Station C</td><td>8%*</td><td>9,159</td></tr>
</table>
*Does not broadcast complete period</td></tr>
<tr><td>What's my best buy?</td><td>The station with more of what you want! Whether it's live participation, film participations, housewife audience, children, you'll find it on WGR-TV... the Buffalo Station with the Buffalo Personality.</td></tr>
</table>

Only on WGR-TV *can you get...*

- **Most quarter-hour wins — 7 A.M. — 6 P.M. MON. — FRI.**
- **Highest average rating — 7 A.M. — 6 P.M. MON. — FRI.**
- **All at an average cost of $1.15 per 1,000 homes.**

ABC Basic Affiliate

CALL *Peters, Griffin & Woodward, Inc.*

Source: June Telepulse

HOW BROADCASTING FARED IN 84TH CONGRESS

IN THE SENATE

S 636, Sen. Thomas C. Hennings Jr. (D-Mo.). Revise upward legal limit political candidates may spend in election campaigns. Hearing held by Senate Elections Subcommittee of Rules & Administration Committee. Reported to Senate floor and died on Senate calendar.

S 636 (amendment), Sen. Richard L. Neuberger (D-Ore.). Provide government grant of $1 million to each major political party during presidential election to purchase radio and tv time.

S 771, Sen. John M. Butler (R-Md.) and others. Withdraw from persons convicted of subversive activities and members of subversive organizations equal right opportunities in political broadcasts. Died in Senate Commerce Committee.

S 825, Sen. John W. Bricker (R-Ohio). Authorize FCC to regulate networks. Died in Senate Commerce Committee. Bill considered part in committee's lengthy hearings in second session.

S 923, Sen. William Langer (R-N. D.). Prohibit advertising of alcoholic beverages on radio, tv or in other media. Senate Commerce Committee held hearings Feb. 15-17, 1956. Bill died in committee.

S 950, Sen. Warren G. Magnuson (D-Wash.). Prohibit broadcasts of certain gambling information (horse racing). Hearings held by Senate Commerce Committee and bill died in committee.

S 1208, Sen. Butler. Relieve stations from liability for defamatory statements made in political broadcasts by candidates. Died in Senate Commerce Committee.

S 1390, Sen. Estes Kefauver (D-Tenn.). Prohibit transmission of certain gambling information (horse race data). Died in Senate Commerce Committee.

S 1456, Sen. Magnuson. Amends four sections of Communications Act relating to common carriers and non-broadcast stations. Hearing held by Senate Commerce Committee, passed by Senate and by House with amendments.

S 1549, Sen. Magnuson. Authorize FCC to impose administrative fines on non-broadcast stations for violation of FCC regulations. Pastore Subcommittee held hearings. Bill died in Senate Commerce Committee.

S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee. Senate Commerce Committee approved identical House-passed version (HR 5614) which was passed by Senate Jan. 12, 1956, and enacted into law by President's signature Jan. 20.

S 1898, Sen. Russell Long (D-La.). Allow federal excise tax credit of $7 each on tv sets equipped for all uhf channels. Died in Senate Finance Committee.

S 1909, Sen. Neuberger. Require tv stations to inform viewers when political candidate being televised is using face make-up or prompting devices. Died in Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory relief against orders of agency. Died in Senate Commerce Committee.

S 2306, Sen Frederick G, Payne (R-Me.). Implement proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. Died in Senate Commerce Committee.

S 2308, Sen. John F. Kennedy (D-Mass.). Extend to radio and tv stations the exemptions from the Federal Lobbying Act now accorded to newspapers, magazines and other printed media. Died in Senate Government Operations Committee.

S 2321, Sens. Carl Hayden (D-Ariz.) and Homer Capehart (R-Ind.). Prohibit FCC from denying grant to competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Died in Senate Commerce Committee.

S 2628, Sens. Olin D. Johnston (D-S. C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. Died in Senate Post Office & Civil Servic Committee. Senate passed similar House-approved bill (HR 7619).

S 2639, Sen. Magnuson. Increase salary of FCC members and those of certain other agencies from $15,000 to $21,500 yearly. Died in Senate Commerce Committee. Senate passed similar House-approved bill (HR 7619).

S 2891. Prohibit use of letters "U.S." by certain firms in their advertising. Passed by Senate and died in House Judiciary Committee.

S 3074, Sen. Carl T. Curtis (R-Neb.). Similar to S 636 (see Senate bills), but aimed against political spending by labor unions. Died in Senate Rules & Administration Committee.

S 3242, Sen. Neuberger. Provide government financing of federal election campaigns. Died in Senate Rules & Administration Committee.

S 3295, Extend Daylight Saving Time an extra month in District of Columbia to conform with time schedules of other eastern cities. Passed by Senate and House and signed into law by President.

S 3308, Sen. Lyndon B. Johnson (D-Tex.) and 84 other senators. Make equal time opportunities available in presidential elections only to vice presidential and presidential nominees of major parties (see S 4250). Also raises from $3 million to $12.3 million the legal amount a political committee may spend in presidential election campaign. Died in Senate Rules & Administration Committee.

S 3494, Sen. Kefauver. Convey a "property right" on a radio or tv station's network affiliation. Died in Senate Commerce Committee.

S 3575, Sen. Langer. Repeal excise tax on radio and tv sets and other goods and products. Died in Senate Finance Committee.

S 3645, Sen. Alexander Wiley (R-Wis.). Same as S 3674. Died in Senate Commerce Committee.

S 3674, Sen. Magnuson. Prohibit fraud by wire or radio-tv on international as well as domestic basis. Passed by Senate and House and signed into law by President July 12, 1956.

S 3744 & S 3745, Sen. Joseph C. O'Mahoney (D-Wyo.). Establish a U.S. Court of Appeals for Patents and set a maximum limit of 20 years for protection of patent monopolies, respectively. Died in Senate Judiciary Committee.

S 3829, Sen. Robert S. Kerr (D-Okla.). Establish auxiliary network of amateur radio operators for military communications. Died in Senate Commerce Committee.

S 3859, Sen. Bricker. Base limitation of multiple ownership of tv stations on percentage (25%) of U.S. population covered by all tv stations owned by same person or firm. Died in Senate Commerce Committee.

S 3962, Sen. Hubert H. Humphrey (D-Minn.) and others. Require tv stations and tv networks to furnish 7 hours during election campaign to presidential candidates of major political parties. Bill also would deny equal time opportunities to minority party candidates for Presidency or Congress. Died in Senate Commerce Committee.

S 3994, Sen. Edward Martin (R-Pa.). Reduce federal excise tax on all-channel tv sets from present 10% to 5%. Died in Senate Finance Committee.

S 4250, Sen. Magnuson. Make equal time opportunities available in presidential elections only to vice presidential and presidential nominees of major parties (see S 3308). Died in Senate Commerce Committee.

S J Res 33, Sen. Price Daniel (D-Tex.). Identical to S 950 above. Died in Senate Commerce Committee.

S Res 13, Sen. Magnuson. Authorizes Senate Commerce Committee to make investigations, including networks and uhf-vhf probe, with funds of $200,000 for 1955. Approved by Senate.

S Res 17, Amend Senate rules so witness at committee hearing can object to appearing before tv cameras on grounds of harassment and distraction, with committee members deciding whether cameras are to be allowed (most Senate committees follow this practice generally). Placed on Senate calendar and passed over several times. Returned to Senate Rules & Administration Committee where it died.

S Res 163, Sen. Magnuson. Provide $250,000 for Senate Commerce Committee studies and investigation in 1956, including tv network and uhf-vhf probe. Approved by Senate Feb. 17, 1956.

S Res 241. Cites Herman Liveright, former program director of WDSU-TV New Orleans, for contempt of Senate for refusal to answer questions on alleged communist associations. Passed by Senate in May 1956.

IN THE HOUSE

HR 177, Rep. Katherine St. George (R-N. Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. Died in House Commerce Committee.

HR 395, Rep. Harley O. Staggers (D-W. Va.). Create nationwide uniformity in Daylight Saving Time. Died in House Commerce Committee.

HR 524, Rep. Carl Hinshaw (R-Calif.). Designate subscription tv and theatre tv as common carriers. Died in House Commerce Committee.

HR 626, Rep. Emanuel Celler (D-N. Y.). Prohibit commercial sponsorship of televised or broadcast coverage of congressional hearings. Died in House Commerce Committee.

HR 789, Rep. Kenneth Keating (R-N.Y.). Anti-gambling bill (see S 950, S 1390, S J

Res 33). Died in House Commerce Committee.

HR 3461, Rep. J. Percy Priest (D-Tenn.). Anti-gambling bill (see HR 789 and similar Senate bills). Died in House Commerce Committee.

HR 3789, Rep. Edward T. Miller (R-Md.). Equal time rights (see S 771). Hearings held by Harris subcommittee. Died in House Commerce Committee.

HR 4070, Rep. Frank Ikard (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted upon. Treasury Dept. made unfavorable report. Died in committee.

HR 4073, Rep. Kenneth Keating (R-N.Y.). Anti-gambling (see HR 789, HR 3461 and similar Senate bills). Died in House Commerce Committee.

HR 4627, Rep. Eugene Siler (R-Ky.). Anti-alcohol advertising (see S 923). Hearing held Feb. 16-17, 1956, by House Commerce Committee. Died in committee.

HR 4814, Rep. Edward T. Miller (R-Md.). Libel relief (see S 1208). Hearings held by Harris subcommittee. Died in House Commerce Committee.

HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1955 to work on applications backlog. Approved by House, Senate, signed by President.

HR 5240, Independent Offices Appropriations bill for fiscal 1956. House approved $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approved House-passed $6,870,000 figure after hearings by Senate Appropriations Subcommittee.

HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearings held by House Commerce Committee's Harris subcommittee and on identical Senate bill (S 1648) by Senate Commerce Committee. Passed by House with amendments July 21, 1955. Approved by Senate Jan. 12, 1956, and enacted into law Jan. 20.

HR 5741, Rep. John W. Heselton (R-Mass.). Provide FCC regulation of amount of radio and tv program time which may be devoted to advertising. Died in House Commerce Committee.

HR 6631, Rep. Priest (see S 2128). Died in House Commerce Committee. Hearings held by Harris subcommittee.

HR 6810, Rep. Oren Harris (D-Ark.). Implements Stanton proposal on time for political candidates (see S 2306). Died in House Commerce Committee. Hearings held by Harris subcommittee.

HR 6899, Rep. Celler. Prohibit subscription forms of tv. Died in House Commerce Committee.

HR 6913, Rep. Frank Chelf (D-Ky.). Deny FCC right to decide subscription tv question. Died in House Commerce Committee.

HR 6968, Rep. John V. Beamer (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-tv facilities. (Also see S 2321). Died in House Commerce Committee. Hearings held by Harris subcommittee.

HR 6977, Rep. Harris (see HR 6968, S 2321).

HR 7024, Rep. Richard M. Simpson (R-Pa.). Exempt radio and tv sets used in business from 10% federal excise tax; also radio and tv components used in manufacture of any article. Passed by House and Senate, enacted into law in August 1955.

HR 7387, Rep. Sid Simpson (R-Ill.). Raise FCC salaries from $15,000 to $22,500. Died in House Post Office & Civil Service Committee.

HR 7619, Rep. Tom Murray (D-Tenn.). Raise FCC salaries from $15,000 to $19,000. Reported to House floor by House Post Office & Civil Service Committee. House passed first session. Senate P. O. & C. S. Committee held hearings and Senate passed, with amendments agreed to by both bodies, setting FCC salaries at $20,000 with $20,500 for chairman.

HR 7620, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619.) Died in House Post Office & Civil Service Committee.

HR 9739. Independent Offices Appropriations Bill for fiscal 1957. Provide FCC with $7,828,000 budget for fiscal 1957 and Federal Trade Commission with $5,550,000, with understanding FTC will increase monitoring of radio-tv commercials. Passed by House and Senate and signed into law by President.

HR 9762, Rep. Celler. Give Justice Dept. authority to take antitrust action against industries under regulation by federal agencies. Died in House Judiciary Committee.

HR 10,217, Rep. Harris. Same as S 4250. Died in House Commerce Committee.

HR 10,341, Rep. Keating. Similar to S 3674. Died in House Judiciary Committee.

HR 10,418, Rep. Celler. Same as S 3674. Died in House Judiciary Committee.

HR 10,424, Rep. Carroll Kearns (R-Pa.). Same as S 3994. Died in House Ways & Means Committee.

HR 10,524, Rep. Joseph P. O'Hara (R-Minn.). Same as S 3859. Died in House Commerce Committee.

HR 10,529, Rep. Priest. Give equal time privileges to presidential and vice presidential candidates for nomination and nominees of major parties and deny equal time to candidates of minority and splinter parties. It also would give equal time to major party nominees seeking election to Congress. Died in House Commerce Committee.

HR 10,944, Rep. Don Magnuson (D-Wash.). Require FCC to license tv boosters and reflectors. Died in House Commerce Committee. (Several other congressmen also introduced identical bills.)

HR 11,150, Rep. Priest. Same as S 3962. Died in House Commerce Committee.

HR 11,473. Splits Joint Senate-House Recording Facility (which produces low-cost tapes and films for congressmen to use on home state radio and tv stations) into separate facilities for Senate and House. Passed by House and Senate.

H J Res 138, 139, identical bills by Rep. Harris and Hinshaw to limit radio-tv antenna towers to 1,000 feet. Died in House Commerce Committee. Hearings held by Harris subcommittee.

H Res 99, Rep. George Meader (R-Mich.). Amend House rules to permit broadcasting and televising of House committee public hearings. Hearings held and bill turned down by House Rules Committee. Died in committee.

H Res 449 & 450, Rep. Martha W. Griffiths (D-Mich.). Authorize radio-tv coverage of committee and chamber public proceedings in House of Representatives. Died in House Rules Committee.

Republic. The report, published in June, had charged that a few powerful "clearance" men in New York have the power to make many persons unemployable in radio-tv and in the movies and legitimate theatre by maintaining a list of such persons who are alleged to have been affiliated with communist or communist front organizations.

The House group, headed by Rep. Francis Walter (D-Pa.), subjected John Cogley, director of the report, to intense questioning. Also testifying were several persons named in the report as "clearance" men. All the latter denied they are "clearance" men, but said they have helped persons in the entertainment industry to "rehabilitate" themselves. This "rehabilitation" comes they said, after such a person acknowledges past communist associations and repudiates communism by a written statement or before a congressional committee.

During testimony Rep. Walter criticized the report as "not worth the paper it's printed on."

The House Un-American Activities Committee had held hearings in August 1955 on alleged communist infiltration of the radio-tv industry and other entertainment media, and afterward charged that active Reds still are members of American Federation of Tv & Radio Artists.

SENATE INTERNAL SECURITY SUBCOMMITTEE

This Senate group on March 20 questioned Herman Liveright, then program director of WDSU-TV New Orleans, on alleged Red activities. The unit recommended that Mr. Liveright be cited for contempt of Congress after he refused to answer several questions. Mr. Liveright was fired by WDSU-TV and later was cited by the Senate.

SENATE PERMANENT INVESTIGATIONS COMMITTEE

The Senate Investigations Committe subpoenaed Murray Chotiner, Vice President Richard Nixon's former campaign manager, and questioned him in a closed session about alleged influence in the government. It was understood Mr. Chotiner was questioned among other things on the FCC's grant of ch. 12 in Fresno, Calif., to KFRE there.

SENATE POST OFFICE & CIVIL SERVICE COMMITTEE

This group held hearings on a House-passed bill (HR 7916) to raise the salaries of FCC members and other top government officials (see story, page 54).

Other hearings were planned but never held. These included a proposed hearing by the Senate Government Operations subcommittee on a bill which, among other things, would exempt radio-tv stations from provisions of the Federal Lobbying Regulation Act, as newspapers and other printed media are at present; Senate Small Business subcommittee on problems of daylight broadcasters; House Commerce Committee on a bill (HR 395) to create uniform laws regulating Daylight Saving Time over the nation.

Hearings during the first session of the 84th Congress included: (1) Senate Juvenile Delinquency Subcommittee, on tv programs as a possible factor in juvenile delinquency, with a report issued calling for FCC censorship of tv programming and other measures; (2) Senate Elections Subcommittee, on a bill (S-636) to raise legal amount political committees may spend in election campaigns; (3) Senate Commerce Committee, on bill to amend Sec. 309 (c) of the Communications Act (identical House bill enacted last January); (4) Senate Internal Security Subcommittee, testimony from CBS newsman Winston Burdett on past communist activities.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Lead-Deadwood, S. D., ch. 5; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 3

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3.

Network Regulations Not Needed—Magnuson

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee said last week he disagrees with Ohio GOP Sen. John W. Bricker's position that networks should be subject to regulation by the FCC.

Speaking on NBC's *Meet the Press* July 22, the Washington Democrat said he felt that although "there have been some network practices that are subject to some criticism, I think by and large they have done a fairly good job in this country giving the people good programs."

He said the Senate committee hasn't gone into network profit figures in its series of hearings in the 84th Congress, but that the networks will "submit their profit figures to us in writing before we finish our investigation."

Regarding the committtee's interim report supporting the FCC's plan eventually to switch all tv to uhf, Sen. Magnuson said the committee is recommending that the 10% federal excise tax be eliminated from all-channel color tv sets. With the price of color sets steadily being brought down, this means color programs can be brought to the owners of both uhf and vhf sets, he said.

He said the committee felt color tv "will phase into the national television picture in a period of 3½ to 4 years" and that by that time a black-and-white set "will be like an old automobile. The color sets will be so attractive and low you'll probably want to trade it in." He added that NBC-TV and other networks are "having more and more programs every day in color."

Although vhf-only tv sets would be outmoded by a switch to uhf, "that will come in the future," Sen. Magnuson said.

Sen. Magnuson, who is chairman of the Senate Appropriations subcommittee which added funds to the Federal Trade Commission budget with the understanding that the FTC will increase its monitoring of radio and tv commercials, said he thinks "we've been very sucessful" in this effort. He said the FTC has monitored "over 7000 [programs] already. The Better Business Bureaus all over the country have been working in cooperation with us and I think that it's well on its way toward being cleaned up." He did not feel legislation is necessary to stop overcommercialism and misleading advertising on radio and tv.

1955 TV REVENUE REACHES $744.7 MILLION

FCC revenue figure for stations and networks is $151.7 million ahead of last year. Income reaches $150.2 million.

TELEVISION broadcasters took in $744.7 million in revenues in 1955, the FCC reported Friday, and total income for the four networks (DuMont ceased operating as a network in September last year) and 437 stations reached $150.2 million before payment of federal income taxes.

This compares with total 1954 revenues of $593 million and income of $90.3 million.

Highlights:

- Twelve of the pre-freeze 108 vhf stations reported losses in 1955, and 96 reported profits.
- Of the 187 post-freeze vhf stations operating for a full year, 104 reported profits, 80 losses and in the case of three no data was available.
- Of the 92 post-freeze v's operating all year, 28 reported profits, 57 losses, data was unavailable from seven. However, it was noted, two of the profitable stations and six of the loss stations ceased operations by July 1, 1956.
- The four networks and their 16 owned stations in 1955 took in $374 million with income of $68 million, compared to 1954's $306.7 million revenues and $36.5 million income.
- Four stations, all vhf pre-freeze outlets, reported revenues of over $8 million; five of the same reported revenues of between $6 and $8 million; 10 between $4 and $6 million; 46 between $2 and $4 million; 38 between $1 and $2 million, and one between $800,000 and $1

Table 1

BROADCAST REVENUES, EXPENSES AND INCOME OF 4 TELEVISION NETWORKS AND 437 TV STATIONS

1955-1954

	All Networks and Stations	TV Networks Incl. Owned Stations	TV Stations: Pre-Freeze (All VHF)	Post-Freeze VHF	UHF
Number of Networks	4[a]	4[a]	. .	. .	. .
Number of Stations	437	16*	93	225	103
			[Millions]		
Total Broadcast Revenues—1955	$744.7	$374.0	$230.0	$112.2	$28.5
1954[b]	593.0	306.7	200.9	60.0	25.4
Total Broadcast Expenses—1955	$594.5	$306.0	$148.1	$107.4	$33.0
1954	502.7	270.2	133.3	63.8	35.4
Broadcast Income (Before Federal Income Tax)—1955	$150.2	$68.0	$81.9	$4.8	($45.)
1954	90.3	36.5	67.6	(3.8)	(10.0)

* Includes one post-freeze station (UHF).

[a] Three networks after September 15, 1955, when DuMont ceased network operations.

[b] 1954 data cover 4 networks (including 16 owned and operated stations); 92 pre-freeze, and 302 post-freeze stations (177 VHF and 125 UHF).

( ) Denotes loss.

Table 2

BROADCAST FINANCIAL DATA OF 4 TELEVISION NETWORKS AND 437 TELEVISION STATIONS

1955

Item (1)	4 Networks and Their 16 Owned and Operated TV Stations[1] (2)	421 Other TV Stations (3)	Total 4 Networks and 437 TV Stations[1] (4)
A. Revenues from the sale of time:		[Millions]	
1. Network time sales:			
a. Nation-wide networks	$225.7	$ 83.0	$308.7
b. Miscellaneous networks and stations	....	0.2	0.2
Total network time sales	225.7	83.2	308.9
2. Non-Network time sales to:			
a. National and regional advertisers	47.6	174.8	222.4
b. Local advertisers	24.8	125.0	149.8
Total non-network time sales	72.4	299.8	372.2
Total time sales	298.1	383.0	681.1
3. Deduct—Commissions to agencies, representatives, etc.	57.9[2]	50.8	108.7
Net times sales	240.2	332.2	572.4
B. Revenues from incidental broadcast activities:			
Talent	102.1	10.4	112.5
Sundry broadcast revenues	31.8	28.0	59.8
Total incidental broadcast activities	133.9	38.4	172.3
Total broadcast revenues	374.1	370.6	744.7
C. Total broadcast expenses of networks and stations	306.0	288.5	594.5
D. Broadcast income before Federal income tax	$68.1	$82.1	$150.2

[1] Three networks after September 15, 1955, when DuMont ceased network operations.

[2] Of this amount $47.0 million is applicable to the total sale of network time.

Breezin' along at the top in San Antonio

is KTSA

KTSA is now first in both Hooper and Trendex

Cool, man! We're talking about those air-conditioned new ratings for KTSA. If you can shake loose to study a different type of figure, cast your peepers at this:

MONDAY through SATURDAY

7 AM - 12 Noon

	KTSA	Station B	Station C	Station D	Station E	Station F	Station G	Others
(Trendex)	28.3	3.3	5.0	24.2	3.3	18.3	12.5	5.5
(Hooper)	27.4	6.8	7.9	20.6	3.1	17.5	12.1	4.6

12 Noon - 6 PM

	KTSA	Station B	Station C	Station D	Station E	Station F	Station G	Others
(Trendex)	27.0		3.5	25.9	7.1	15.3	21.2	0.0
(Hooper)	35.2	4.0	10.3	13.3	4.8	15.1	13.5	4.0

(TRENDEX, Inc., Monday through Saturday index—June 25-30, 1956)
(HOOPER, Inc., Monday through Saturday index—July 2-11, 1956)

KLIF	DALLAS
KELP	EL PASO
KILT-TV	EL PASO*
KNOE	MONROE
KNOE-TV	MONROE
WRIT	MILWAUKEE
KTSA	SAN ANTONIO
WTAM	GREATER ATLANTA
WNOE	NEW ORLEANS

*In operation soon

McLENDON STATIONS

MUSIC NEWS

America's largest group of independent radio stations

Table 3

TELEVISION STATIONS REPORTING PROFIT OR LOSS CLASSIFIED BY FULL YEAR OPERATION AND PART YEAR OPERATION

1955

	Pre-Freeze All VHF	Post-Freeze VHF	Post-Freeze UHF	Total
A. Stations in operation on December 31, 1955:				
Full year operation:				
Profit	96	104	28[a]	228
Loss	12	80	57[b]	149
Data not available	..	3	7	10
Subtotal	108	187	92	387
Part year operation:				
Profit	..	10	..	10
Loss	..	31	6	37
Data not available	..	7	1	8
Subtotal	..	48	7	55
B. Stations in operation during 1955 but ceasing operations prior to December 31, 1955	..	..	24	24
C. Total stations operating all or part of 1955	108	235	123	466

[a] Two stations in this group ceased operations by July 1, 1956.

[b] Six stations in this group ceased operations by July 1, 1956.

Table 4

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING REPORTING PROFIT OR LOSS

1955

[Stations Operating Full Year 1955 Only]

	Pre-freeze (All VHF)		Post-f			
			VHF		UHF	
Total Broadcast Revenues	Profit	Loss	Profit	Loss	Profit	Loss
Over $8,000,000	4	..	..	..	..	..
6,000,000-8,000,000	5	..	..	..	..	..
4,000,000-6,000,000	10	..	..	..	..	..
2,000,000-4,000,000	43	3	4	..	..	..
1,000,000-2,000,000	33	5	15	3	1	1
800,000-1,000,000	..	1	26	34	6	17
600,000- 800,000	..	2	17	5	6	2
400,000- 600,000	..	1	26	21	10	7
200,000- 400,000	1	..	12	..	2	1
100,000- 200,000	..	..	3	13	2	10
Less than 100,000	..	..	1	4	1	19
Total Stations operating full year 1955	96	12	104	80	28[a]	57[b]

[a] Two stations in this group ceased operations by July 1, 1956.

[b] Six stations in this group ceased operations by July 1, 1956.

million. But, three pre-freeze, vhf outlets with revenues between $2 and $4 million reported losses and five having revenues of between $1 and $2 million reported losses.

- Four post-freeze vhf stations reported revenues between $2 and $4 million, the highest for post-freeze stations. All reported profits. Two post-freeze uhf outlets reported revenues between $1 and $2 million, but one of them reported losses.

N. H. to Get Educ. Outlet If Storer WMUR-TV Buy OK'd

STORER BROADCASTING Co., which just three weeks ago filed for FCC approval of its purchase of New Hampshire's only operating television station—WMUR-TV Manchester—has offered to give the U. of New Hampshire, or the state itself, a complete educational tv station, with equipment valued at about $250,000. The offer hinges on FCC approval of the purchase.

Also filed with the WMUR-TV purchase application, was a request seeking permission to move the station's transmitter to Georgetown Township, Essex County, Mass., 32 miles southeast of Manchester (Manchester is 48 airmiles from Boston) and to boost power to maximum 316 kw. The Greater Boston market presently has only two operating v's.

The offer came as a result of a conference between New Hampshire Governor Lane Dwinell, George B. Storer, president of Storer Broadcasting Co., and Norman A. Gittleson, executive vice president of WMUR-TV. Storer said that when and if its WMUR-TV purchase is approved, it will provide equipment and furnish essential engineering supervision and labor necessary to install an educational outlet at Durham, where educational ch. 11 is allocated.

In its $850,000 purchase of ch. 9 WMUR-TV, Storer, which already holds the maximum number of vhf stations currently allowed by the FCC, told the Commission that it will divest itself of one of its existing v's "if required to do so." If FCC should lift the limit on tv station ownership from present seven (five v's two u's), to coverage of 25% of population, as advocated by Storer and in pending bills in Congress, necessity of selling one of the existing v's would be obviated.

Last week's announcement marks Storer's second move in the educational tv field. WBIQ (TV) Birmingham, educational outlet operating on ch. 10 with 30.9 kw, was built in part with Storer's contribution of $120,00 worth of equipment, including transmitter, antenna, tower and camera chain. The New Hampshire gift would be the present WMUR-TV gear, it was understood.

WCDA-B • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
WSYR-TV • *SYRACUSE*

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
Chicago
San Francisco
Atlanta

Media Buyers
Account Executives
Sales Managers . . .

COME to HARTFORD

SEE

. . . why almost everyone in the Hartford-New Britain Market *(third richest in the U.S.A.)* considers WKNB-TV its very own station.

. . . why WKNB-TV packs such a powerful advertising wallop . . . over 375,000 sets . . . 93% saturation in Hartford County.

●

WKNB RADIO . . .
the leading independent music-news-sports station in Hartford County. Broadcasts all Yankee games.

●

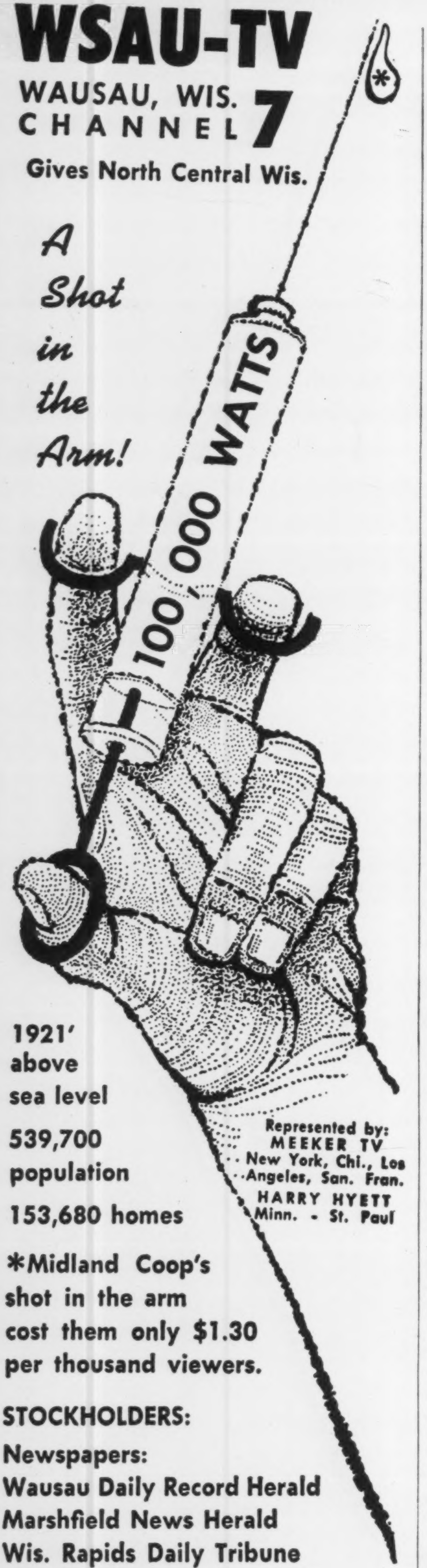
WKNB-TV

Basic NBC

channel
30

STUDIO AND OFFICES WEST HARTFORD, CONN. — Represented by *The Bolling Company, Inc.*

WSAU-TV
WAUSAU, WIS.
CHANNEL 7
Gives North Central Wis.



A Shot in the Arm!

1921' above sea level

539,700 population

153,680 homes

***Midland Coop's shot in the arm cost them only $1.30 per thousand viewers.**

Represented by:
MEEKER TV
New York, Chi., Los Angeles, San. Fran.
HARRY HYETT
Minn. - St. Paul

STOCKHOLDERS:

Newspapers:
Wausau Daily Record Herald
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Antigo Daily Journal

Radio Stations:
WSAU-WFHR-WATK

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

Broadcast Wages Are 2nd Highest in U. S.

BROADCAST personnel enjoy the second highest pay level in all American industry, according to the annual wage-salary report of the U. S. Dept. of Commerce. Their average 1955 pay of $6,333 represents 14% gain since 1952.

Only group having a higher pay scale is the security-commodity broker bracket, where average 1955 earnings were $8,078. Average pay in all industry was $3,830.

The department showed these average earnings in the last four years: 1955, 74,000 radio-tv employes earned $6,333 average; 1954, 72,000 earned $6,029; 1953, 65,000 earned $5,889; 1952, 61,000 earned $5,559.

Radio-tv employes were paid $465 million in 1955, $456 million of it in wages and salaries; $430 million in 1954, $422 million of it in wages and salaries; $379 million in 1953, $371 million of it in wages and salaries; $335 million in 1952, $328 million of it in wages and salaries. The difference between total and wage-salary payments is due to fringe benefits.

Fulltime radio-tv employes numbered 72,000 in 1955, with an average of 79,000 fulltime and parttime employes compared to 77,000 in 1954, 70,000 in 1953 and 65,000 in 1952.

Department studies show radio-tv broadcasting accounted for $612 million of the nation's income and compares with $561 million in 1954, $491 million in 1953, $429 million in 1952.

In its *Survey of Current Business,* the department found that the public paid $664 million for repairs to radio and tv sets and $2,360 million for new radio-tv sets, musical instruments and phonograph records. The public paid $1,286 million to attend motion picture theatres in 1955 compared to $1,284 million in 1952.

FCC Commissioners Raise Sent to Ike by Congress

THE Senate and House Thursday adopted the report of joint conference committee on HR 7619—the Executive Pay Bill—clearing it for the White House. The measure provides increases in the salaries of FCC members and other top government officials.

The House agreed to a Senate amendment increasing the FCC chairman's salary from $15,000 to $20,500 and the other six FCC members from $15,000 to $20,000. The bill as originally approved by the House had provided salary boosts to $19,000 for both the FCC chairman and other members.

The House approved the bill in the first session of the 84th Congress and it was placed on the Senate calendar, where it remained at the end of the first session after several senators objected and asked for a hearing. The bill was heard by the Senate Post Office & Civil Service Committee [B•T, July 9] and the $20,500 and $20,000 figures recommended. The Senate approved the measure as amended [AT DEADLINE, July 23] and the bill then went to conference.

WTIK, KXXL Sales Filed; KDON Goes for $225,000

SALE of KDON Salinas-Monterey, Calif., for $225,000 was announced last week. Other ownership developments last week included the filing of applications seeking FCC approval of sales of KXXL Monterey, Calif., for $110,000 and of WTIK Durham, N. C., for $39,000.

Sale of KDON Salinas-Monterey, subject to usual FCC approval, is from Frank Oxarart and Jack Feldmann to Glenn Sadler and Clark Fee. Mr. Sadler is president of KEED Springfield-Eugene, Ore. Independent KDON operates on 1460 kc with 5 kw. Broker for the sale was Albert Zugsmith Corp.

KXXL is being sold by Stephen A. Cisler to Pacific Ventures Inc. Mr. Cisler is president-majority stockholder of KEAR San Francisco, sale of which to Mid-American Broadcasters is pending at the FCC. Mr. Cisler is also 50% owner of KXKX San Francisco, 50% owner of KIBS Bishop, Calif., and holds minority interest in KLMS Lincoln, Neb.

Pacific Ventures principals include Norman H. Biltz, 20.98%, Dollar Assoc. Inc., 9.20%, and Morton Downey, 1.84%, singer-radio-tv entertainer. Only broadcast connection of Pacific Ventures is through minority stockholder H. G. Wells Jr., .92%, former vice president of KOLO Reno and KORK Las Vegas. KXXL is independent on 630 kc, using 1 kw.

WTIK Durham is being sold by Hugh Holder to Mid-Carolina Broadcasting Co., licensee of WSAT Salisbury, N. C. C. H. Wentz is Mid-Carolina principal. WTIK is affiliated with ABC and operates on 1310 kc, using 1 kw. The sale was negotiated by Paul H. Chapman Co., Atlanta brokers.

FCC Orders Reopening of Beaumont, Tex., Ch. 6 Case

THE Beaumont, Tex., ch. 6 case, turned back to the FCC last December by the U. S. Court of Appeals [B•T, Jan. 2], was reopened and remanded to the hearing examiner by FCC order last week. In two other contested tv cases, ch. 5 Bristol, Va. (WCYB-TV grantee), and ch. 10 Knoxville, Tenn. (WBIR-TV), FCC denied protests by the losing applicants against grants of transmitter-site changes.

Crux of the Beaumont remand deals with the prospective ownership change in KFDM-TV, which received the final grant for ch. 6, when W. P. Hobby (*Houston Post*-KPRC-AM-FM-TV there), following the final decision, acquired an option to purchase 32.5% of KFDM-TV stock. Before the grant, Mr. Hobby held an option to buy 35% of KTRM Beaumont, which was favored for ch. 6 in an initial decision. The other unsuccessful applicant was the Enterprise Co. (KRIC-*Beaumont Enterprise* and *Journal*).

In the Knoxville (protestants WNOX Knoxville, Tennessee Tv Inc.) and Bristol (protestant WOPI Bristol) cases the FCC noted the protestants have requests pending for reconsideration of the final grants. The protestants were not parties in interest to the permit modifications, the Commission said.

Applications Filed for Tvs In Michigan, North Carolina

APPLICATIONS for new television stations were filed at the FCC last week by Stevens-Wismer Broadcasting Co. for Port Huron, Mich., ch. 34, and United Broadcasting Co. for Wilmington, N. C., ch. 3.

Stevens-Wismer is licensee of WHLS Port Huron and WLEW Bad Axe, both Mich. Principals are H. L. Stevens and John F. Wismer.

Wilmington, N. C., ch. 3 was formerly held by WTHT (TV), which was deleted by the FCC in June for failure to prosecute. United principal is President Richard Eaton. Richard Eaton stations are WOOK, WFAN (FM) Washington, D. C. (cp for ch. 14 WOOK-TV); WSID Baltimore, Md. (cp for ch. 18 WTLF [TV] there); WACH Newport News, Va. (cp for ch. 33 WACH-TV); WARK Hagerstown, Md.; WANT Richmond, Va.; WJMO Cleveland, Ohio; WINX Rockville, Md.

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YOU MIGHT GET A PERFECT BRIDGE HAND*–

BUT . . . YOU NEED WKZO RADIO TO MAKE YOUR BID IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	**37%**	**34%**	**32%**
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

For really grand-slam results in Western Michigan, use the 5000-watt voice of WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO leads in all 72 quarter hours—*actually gets more than any other TWO stations in the area combined!*

Avery-Knodel can give you all the facts.

AM–TV–FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**The mathematical odds against it, however, are 635,013,559,600 to 1!*

IMMEDIATELY AVAILABLE!

"BYLINE
Steve Wilson"

STARRING
Mark
Stevens

NEW TO SYNDICATION! HOT OFF NBC COMES THIS SERIES OF 39 AWARD-WINNING* "BIG TOWN" ADVENTURE FILM DRAMAS!

ACT QUICKLY!
write—phone—wire

M. & A. ALEXANDER
PRODUCTIONS, INC.
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★

*Voted 6th Best Adventure Show —with 3rd Best Adventure Performer in 4th Annual "Billboard" TV Awards

RKO Teleradio Pictures Outlines New Video Policy

RKO Teleradio Pictures Inc. last week disclosed details of a new television policy under which a central executive staff will supervise the acquisition of filmed properties for the company's owned television stations; acquire new tv film properties for distribution by the company's film syndication division, and cooperate with RKO production executives on new properties to be produced for tv.

The announcement of the new system of operation was made by Board Chairman Thomas F. O'Neil in New York, following talks with headquarters executives and division officers representing the company's six tv stations, its film syndication division and RKO Radio Pictures. Previously, RKO Teleradio separate units had engaged in tv operations virtually on an independent basis.

Commenting on the move, Robert Manby, vice president of RKO Teleradio Pictures said: "This move represents further integration of the various activities relating to television film in which this company is now engaged. While this overall activity will ultimately be formalized in an operating department, development of the methods of operations for purchasing, selling, production and planning will go forward under the direction of Peter M. Robeck, together with Arnold Kaufman and Bill Finkeldey."

Mr. Manby also announced that two new film properties have been added to the RKO Teleradio tv film catalogue. They are *The Big Idea,* a half-hour program created by Donn Bennett and currently in production at the RKO Pathe studio in New York, and *War in the Air,* a half-hour program detailing the story of air power in World War II, which was produced in London in cooperation with the Allied Air Forces.

TPA Names Manny Reiner As Head of European Sales

APPOINTMENT of Manny Reiner as European sales manager of Television Programs of America, New York, was announced last week by Michael M. Sillerman, executive vice president of TPA. Mr. Reiner will fly to Europe Thursday for a six- to eight-week sales trip, covering the United Kingdom and such markets as Paris, Brussels, Amsterdam, Frankfort, Copenhagen, Stockholm, Rome and Geneva.

Mr. Reiner, who has had a long background in the motion picture field, served most recently as general sales manager of IFE Releasing Corp. (Italian film export). He started in the motion picture industry in 1933 with Warner Bros. and has served in sales and production capacities with Metro-Goldwyn-Mayer, Monogram Pictures, Paramount Pictures and David O. Selznick Enterprises. From 1950-53 he was with Louis G. Cowan Inc. (now Entertainment Productions Inc.), radio-tv producers, as sales manager.

NBC Subsidiary Changes Name As Result of Its Expansion

CHANGE in name of the Kagran Corp. to California National Productions Inc. was announced last week by Alan W. Livingston, president, who said the move was undertaken to highlight the expanding activities of the NBC subsidiary in the area of television film production, distribution, merchandising and related enterprises.

California National Productions Inc., according to Mr. Livingston, now encompasses the California National Studios, including a fully-manned production staff; NBC Television Films, world-wide syndication and network sales organization; the NBC Theatrical Division, which administers the NBC Television Opera Theatre and the new NBC (touring) Opera Company, and the merchandising division.

Mr. Livingston revealed that, at California National's newly-acquired sound stages, two film series—*The Life of Riley* and *The Adventures of Hiram Holliday*—already are in production. He said filming will begin shortly on six new pilots, four for national sponsorship and two for syndication. Mr. Livingston added that co-production arrangements are being negotiated with producers in England, Italy and Mexico, as well as in the U. S.

Mr. Livingston will make his headquarters in Hollywood. The company's activities originating in New York will be under the direction of Robert D. Levitt, recently appointed general manager of California National Productions.

Five Advertisers Sign For Ziv's 'Dr. Christian'

FIVE regional television advertisers have signed to sponsor Ziv Television Programs' new half-hour tv film series, *Dr. Christian,* in a total of 31 markets, it was announced last week by M. J. Rifkin, Ziv Tv vice president in charge of sales.

Lee Optical Co., an optometry chain in the southwest, has bought the series in 14 Texas markets, plus Mobile, Ala. S & W Fine Foods, San Francisco, through Foote, Cone & Belding, San Francisco, has signed for 10 Pacific Coast markets, and C. F. Mueller Co. (macaroni products), Jersey City, through Beck & Werner, New York, has purchased the series in New York, Boston and Philadelphia. Hospital Service Corp. (Blue Cross) has signed for *Dr. Christian* in Buffalo and Sealy Inc. (mattresses), Chicago, through Weiss & Geller, in Toledo and Lima, Ohio.

Warner Bros. Inc. Closing Its Newsreel Subsidiary

WARNER BROS. Inc. reported last week that it is discontinuing its newsreel subsidiary, Warner News Inc., with the last newsreel to be distributed on Aug. 23.

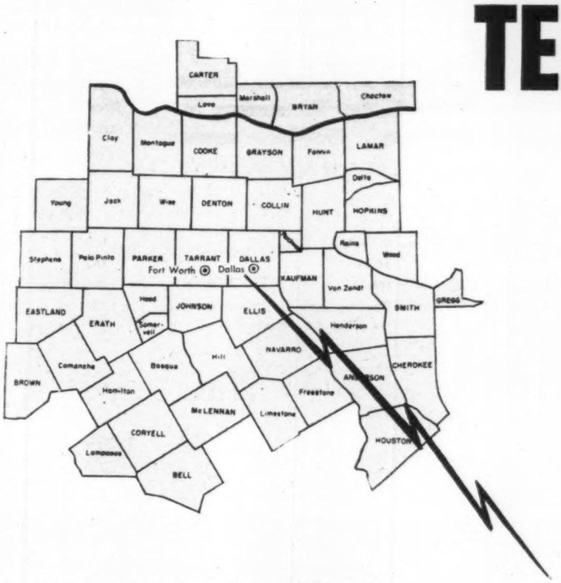
Although Warner Bros. had not effected a television tie-up for its newsreel, such as 20th Century Fox with Movietone, there was speculation that the Warner News Inc. library of films and special subjects might be sold to a tv network. A spokesman said the company also is trying to sell the entire operation to a buyer who possibly could operate it as a service exclusively to the tv field.

UPA Announces Expansion

UPA PICTURES Inc., Burbank, Calif., has expanded its tv commercial production department, calling for the increase of production facilities and personnel, President Stephen Bosustow announced last week. In line with the expansion, Peter De Negro, former San Francisco agency executive, has been named UPA's west coast sales manager. He will headquarter in Burbank and work with Herbert Klynn, tv department supervisor.

UPA also announced the addition of two services to its tv commercial operations. These include six syndicated spots for national and regional use and special tv spot series for territorial leasing to agencies and clients, geared to specific local-level sales requirements.

WBAP-TV *Land* 48 RICH TEXAS COUNTIES*


CARTER
Love
Marshall
BRYAN
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Montague
COOKE
GRAYSON
Fannin
LAMAR
Delta
Young
Jack
Wise
DENTON
COLLIN
HUNT
HOPKINS
Rains
Wood
Stephens
Palo Pinto
PARKER
TARRANT
DALLAS
Fort Worth
Dallas
KAUFMAN
Van Zandt
GREGG
EASTLAND
ERATH
Hood
Somer-vell
JOHNSON
ELLIS
Henderson
SMITH
BROWN
Comanche
Bosque
Hill
NAVARRO
ANDERSON
CHEROKEE
Hamilton
McLENNAN
Limestone
Freestone
CORYELL
Lampasas
BELL
HOUSTON

WBAP-TV Land — a luxuriant 53-county area in North Central Texas and Southern Oklahoma, centered around two great metropolitan areas, Fort Worth and Dallas . . . rich in natural resources and friendly progressive people who have the money to buy your product. WBAP-TV Land — top industrial market, busy producing automobiles, aircraft, work clothes, the latest in women's fashions, a variety of foods, and countless other articles in light and heavy industry. WBAP-TV Land — populated by easy going, informal folks who believe in doing big things to uphold the tradition of the biggest state! Southwesterners like comfort — are ready to buy what they want.

WBAP-TV Land — NUMBER ONE MARKET IN THE SOUTH

WBAP-TV is the pioneer station of the South, serving 53 counties with maximum power of 100,000 watts on low-band channel 5 — as powerful as any television station in the United States. The antenna towering 1,113 feet in the air is strategically located between the Fort Worth and Dallas skylines. In addition to offering the largest studio facilities in the Southwest, WBAP-TV is the only station in the area offering complete COLOR telecasting facilities. WBAP-TV delivers top quality programs from both NBC-TV and ABC-TV Networks combined, plus outstanding live studio presentations — including award-winning News and Weather programs.

***Plus 5 Counties in Oklahoma**

WBAP-TV 53 COUNTY MARKET TOTALS

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc. May 10, 1956

WBAP-TV
Land

FORT WORTH & DALLAS METROPOLITAN MARKETS

CITY GRADE SERVICE IN BOTH CITIES

FORT WORTH
DALLAS

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER	AMON CARTER, JR.	HAROLD HOUGH	GEORGE CRANSTON	ROY BACUS
Founder	President	Director	Manager	Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

Moore to Head Sales For CBS-TV Film Sales

PROMOTION of Thomas W. Moore from manager of the Los Angeles office to general sales manager of CBS-TV Film Sales was announced last week by Leslie T. Harris, vice president and general manager of the company. Mr. Moore succeeds Wilbur S. Edwards, who has resigned to join Encyclopaedia Britannica Films as director of distribution.

Mr. Moore, who will assume his new duties in New York on Aug. 13, joined CBS-TV Film Sales in 1952 when the unit opened a Los Angeles sales office. Previously, he had been vice president and director of advertising and public relations for Forest Lawn Memorial Park, Los Angeles, and with the advertising department of the *Meridian* (Miss.) *Star*.

Film Production Firm Set Up In Texas by Carrillo, Tanco

HOLLYWOOD actor Leo Carrillo and tv producer Felix Tanco are incorporating a Texas production firm to be known as Film Corp. of America, which will headquarter in Dallas where it plans to construct a $2 million studio to be available to independent tv film and motion picture producers. The new firm also would produce its own films and plans eventual capitalization of between $5 and $10 milion.

Members of the board in addition to Messrs. Carrillo and Tanco will include E. A. Hicks, owner of Mayan Dude Ranch, where a "movie town" already has been constructed; Fred Meyers, American Releasing Co.; Maurice Beck, of *Texas Rassling;* Harry Preston, writer, and Larry Gianneschi, Big "D" Film Labs.

FILM DISTRIBUTION

Max & Arthur Alexander, Hollywood film distribution firm, syndicating *Big Town* series under new title, *Byline—Steve Wilson.* Mark Stevens is star and producer of 39 films seen on NBC-TV Tuesday nights.

Louis de Rochemont Assoc., N. Y., distributing new quarter-hour filmed sport series, *Field & Stream* produced by *Field & Stream Magazine.* Series, designed for family audience, is having trial run on KDKA-TV Pittsburgh under sponsorship of Carling Brewing Co.

FILM SALES

CBS Television Film Sales, N. Y., has sold CBS Newsfilm service to KOTV (TV) Tulsa, WRGB (TV) Schenectady and YVLV-TV Caracas, Venezuela.

Guild Films Co., N. Y., reports five new sales each on *I Spy* and *Confidential File* tv film series and seven renewals on *Liberace Show.*

INS Television Dept., N. Y., has sold *This Week in Sports* to WITV (TV) Fort Lauderdale, Fla., and Telenews daily film service to WCKT-TV Miami.

FILM PEOPLE

Glenn H. Dorsey, Motion Picture Adv. Service, New Orleans, to Reela Films Inc., Miami, Fla., as chief engineer.

Nita Nagler, Pyramid Productions, N. Y., tv film producer, named administrative assistant to sales department of Guild Films Co., N. Y.

Harold W. Fish, 60, assistant to president of Wilding Pictures Productions Inc., Chicago tv and motion picture firm, died July 19 after 25 years service with company.

NBC RADIO BEGINS 'BANDSTAND' TODAY

Opening program in morning successor to 'Weekday' to have James C. Petrillo leading 'all-star' band. Half-hour session to be simulcast by NBC-TV.

NBC RADIO's new two-hour *NBC Bandstand* program, morning successor to *Weekday* [B•T, July 2 *et seq.*], gets underway today (Mon.) with at least four participating sponsors and with James C. Petrillo, president of American Federation of Musicians, in the role of bandleader.

Charles T. Ayres, vice president in charge of the radio network, said Miles Labs, Warner-Hudnut (for Quick home permanent), Manhattan soap, and Realemon already had signed for participations in *Bandstand* and that a number of others are "interested." The program is sold in the same manner as its controversial predecessor *Weekday*—in participations of 60 seconds, 30 seconds, and 6 seconds.

Mr. Ayres listed the starting sponsors at a Tuesday news conference at which he and other NBC key officials spelled out plans for the new series and the thinking behind it.

William R. (Billy) Goodheart Jr., co-founder and former executive vice president of Music Corp. of America, who joined NBC as a consultant last May and is credited with the idea for *Bandstand,* revealed that AFM Chief Petrillo will participate as a bandleader in today's kickoff program.

Mr. Petrillo, described as "enthusiastic" about the *Bandstand* concept of presenting name bands in a daily two-hour live program, volunteered to appear on the opening show, Mr. Goodheart said. The union chief will "conduct" a group of top-name bandleaders in a medley of their most popular tunes. Bandleaders slated to play under his baton include Guy Lombardo, Tommy and Jimmy Dorsey, Ted Lewis, Carmen Cavallaro, Russ Morgan, Johnny Long, and Larry Clinton.

Bandstand will be heard at 10 a.m. to 12 noon EDT, Mondays through Fridays. The 10:30-11 a.m. segment each day will be simulcast by NBC-TV. The Petrillo ensemble will appear on this simulcast portion today.

The tv portion is as yet unsponsored, Mr. Ayres said.

Explaining the *Bandstand* concept, Mr. Goodheart asserted his view that the "band business" is in the process of recapturing the national interest it held some 20 years ago. The new NBC program, he said, is designed to contribute to the revival as well as capitalize on it.

Other NBC officials on hand for the news conference included Board Chairman Sylvester L. (Pat) Weaver Jr., who stressed that *Bandstand* will be much more than "a big disc jockey show"; President Robert W. Sarnoff, and Kenneth W. Bilby, public relations vice president. Guy Lombardo and his orchestra, which will be featured on the opening week's shows, also were on hand. Mr. Lombardo saw *Bandstand* as another strong indication of the growing popularity of dance orchestras.

Mr. Bilby said affiliates' support of a cooperative advertising campaign in behalf of *Bandstand* was stronger than in the case of a similar campaign in *Monitor*'s early days, and Mr. Ayres said station clearance for the program has been "excellent."

Bert Parks is permanent M.C. for the two-hour series. Songwriter Johnny Mercer will appear as "Mr. Music" during the first week, with other music figures alternating in this role in succeeding weeks. Bands scheduled to appear daily during opening week are those of Mr. Lombardo, Tommy and Jimmy Dorsey, Wayne King, and Freddy Martin. Different bands will be slated approximately every two weeks after the series begins.

Bandstand replaces the morning portion of *Weekday,* but a new lineup of dramatic programs will take over the afternoon portion, also starting today [B•T, July 23]. *Weekday,* which wound up its run last Friday, has been carried at 10-12 noon and 2-3:30 p.m. The new afternoon lineup will start at 3 p.m., meaning that there now will be no network service from noon to 3, instead of noon to 2 p.m. as under *Weekday.*

WHK SUCCEEDS KYW AS NBC AFFILIATE

Cleveland station is first to fill gap created by disaffiliation of Westinghouse stations from network this month.

FIRST hole punched in the NBC Radio Network lineup by the disaffiliation of Westinghouse stations was plugged late last week by the signing of WHK Cleveland as an NBC affiliate in that area [CLOSED CIRCUIT, July 23].

NBC announced the signing on Friday. Officials said it becomes effective today (Mon.) in part.

They said WHK will begin carrying parts of the new *NBC Bandstand* series and parts of the new afternoon lineup when those new network fetaures are launched today (see story, this page). It will begin carrying NBC nighttime programs on Aug. 26, effective date for WBC stations' dropping of NBC nighttime programming. The WBC outlets quit carrying NBC daytime programs as of July 16.

WHK, which is celebrating its 35th anniversary this year, is a longtime affiliate—and also a minority stockholder—of Mutual. Effect of the NBC signing on its MBS affiliation could not be determined immediately.

WHK, which replaces Westinghouse's 50 kw KYW Cleveland in the NBC lineup, is licensed to the Forest City Pub. Co. *(Cleveland Plain Dealer and News).* It operates on 1420 kc with 5 kw. Sterling E. Graham is president, and Kenneth H. Kackathorn is general manager.

NBC meanwhile was still searching for new affiliates to replace the three other WBC defections: KDKA Pittsburgh, WBZ Boston, and WOWO Fort Wayne. These, too, are 50 kw.

The four WBC stations pulled out of the NBC lineup in a disagreement over network programming policies. WBC maintained that neither NBC nor any other network is providing the kind of radio programming that "meets the requirements of radio as it now exists." So these four WBC stations moved to independent status (a fifth, KEX Portland, Ore., is still affiliated with ABC).

Meanwhile, WBC cited its stations' coverage of news developments last week as a sample of how they intend to keep their audiences abreast of national news under their new "home town" programming concept.

WBZ newsmen, they said, were the first to tell Gov. Christian A. Herter that Harold Stassen had tossed a political bombshell by recommending him over Richard A. Nixon for GOP vice presidential candidate. They said WBZ also predicted Gov. Herter's announcement that he himself would nominate Mr. Nixon, and then relayed the prediction to other

STAND BY
alphonse normandia

We have a little announcement for a few select friends:

ABC's Morning Drama Bloc outrates all competition, by an average margin of 50% according to Nielsen's latest radio report.† Incidentally, twice as many homes tune to radio in the morning as tune to television according to Nielsen. You're free to draw your own conclusions. The one we draw is this: you get *more* (homes) for *less* (cost per commercial minute) on ABC Morning Radio —*Breakfast Club, My True Story, When a Girl Marries, Whispering Streets, Grand Central Station, The Jack Paar Show.* For full facts, call your ABC Radio representative.

All Network Sponsored Programs
10:00 AM-12:00 Noon (NYT), M-F
(Common Morning Network Option Time)

	Nielsen Average Audience Rating	Homes Reached Per Average Minute
ABC Radio	2.7	1,277,000
Network B*	2.3	1,088,000
Network C	1.8	851,000
Network D	1.3	615,000

*The cost efficiency margin over the other networks is even greater.

†*Nielsen, June 11. ABC advantage in previous report was 47%.*

ABC Radio Network

FYI—
In the South Bend
-Elkhart market
more than half
the top-rated
weekday programs
between 3:30
and 11:30 P.M.,
both local and
network, are on
WNDU-TV!

Call Edward Petry
& Co.- Today

Source: ARB February

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU·TV
CHANNEL 46

WBC stations. Other Westinghouse outlets also were given a recorded telephone interview conducted by WBZ with Mr. Stassen.

Donald H. McGannon, WBC president, also has announced that three of WBC's top newsmen—News Directors Rod MacLeish of WBZ, Sanford Markey of KYW, and Jim Snyder of KDKA—will provide Westinghouse stations with regular on-the-scene reports, interviews, bulletins and features from the Democratic and Republican national conventions next month.

WLW Affilation With NBC To Continue, Says Dunville

WLW Cincinnati conceivably may carry additional ABC and Mutual radio shows in the future but this will not affect WLW's NBC affiliation or mean that the station is changing affiliation, WLW President Robert E. Dunville said last week.

The continuing WLW-NBC affiliation was emphasized in a statement reporting that WLW last Monday began carrying, on a delayed basis, an hour-long block of three ABC Radio dramas in addition to its presentation of the ABC *Breakfast Club* [B•T, July 23]. This, he said, in no way affects WLW's continuing to carry NBC programs. WLW will carry part of the new NBC *Bandstand* program and at least part of the new afternoon schedule.

Mr. Dunville also reported that the station currently is developing plans for several new local programs designed to meet "the modern demand" of radio in the WLW area.

If other ABC or Mutual programs are added by WLW in the future, it will mean only that "WLW is carrying more network shows from more networks," the announcement asserted. It said that many stations in the area apparently have decided to localize their schedules, with the result that "satisfactory network service throughout the WLW area could not be maintained."

Mutual Shows for Chicago To Be Carried by ABC's WLS

WLS Chicago, owned jointly by *Prairie Farmer* and American Broadcasting-Paramount Theatres Inc. and affiliated with ABC, has agreed to carry some MBS programs in that city, it was learned last week.

The pioneer 50 kw outlet is considering pickups of "several" Mutual shows consistent with its own local commitments and schedule of ABC programs. No formal affiliation papers have been signed, it was understood. First MBS program to be carried by WLS was Martha Roundtree's *Press Conference* last week.

MBS has been seeking a Chicago outlet since severance of its long-standing affiliation with WGN last spring [B•T, May 7]. Termination of pact with WGN, the *Chicago Tribune* radio property, is effective Aug. 31, with the latter attaining status of an independent.

What Mutual programs WLS will carry was not ascertained last week beyond the understanding it would "accept" certain shows. Major points left for conjecture evolved around coverage this fall of Notre Dame football, to which MBS has obtained rights, and certain afternoon programs now carried by WGN. WCFL, another Chicago independent, also is reportedly seeking the football coverage. It formerly was the Irish Football Network outlet in Chicago.

WLS Inc. was organized as a new corporation over two years ago at the time of the WLS-WENR merger, with *Prairie Farmer* and AB-PT each reportedly attaining 50% of the stock. WLS became affiliated with ABC, a division of AB-PT [B•T, Feb. 8, 1954].

MGM Leases 'Wizard' For CBS-TV Showings

IN its first sale to television, Metro-Goldwyn-Mayer last week leased "The Wizard of Oz" feature film to CBS-TV for four presentations at a total cost of $900,000. The contract contains a cancellation clause permitting CBS-TV to withdraw after two presentations for a cost of about $450,000, according to an MGM spokesman.

The contract represents MGM's initial sales activity following the announcement in June by Loew's Inc., parent company, that the studio's library of 770 feature films and 900 short subjects produced from 1929-49 would be released to tv through its own distribution company [B•T, June 27]. Previously reports had circulated that Loew's had been offered up to $50 million for the library by one tv film distributor.

A CBS-TV spokesman confirmed that the transaction had been completed, but said he could not offer additional details. It is reported that the network is planning to carry "The Wizard of Oz" as a special Christmas show this year and again in 1957. It is presumed that CBS-TV will exercise its rights for two additional showings of the feature film if the initial performances prove successful.

The film, released in 1939, stars Judy Garland with a cast including Ray Bolger, Bert Lahr, Jack Haley, Billie Burke, and Charles Grapewin. The picture was produced by Mervin LeRoy and directed by Victor Fleming. The music and words, including "Over the Rainbow," are by Harold Arlen and E. Y. Harburg. In its original form, the feature film had a running time of 101 minutes, and it is reported that CBS-TV will cut it to an hour and one-half.

An MGM spokesman said the company currently is negotiating with several networks, stations and advertising agencies for other feature films in the library. He reported that some of the outstanding films are being offered either singly or in groups of 5, 10, 15 or 25 pictures.

The contract with CBS-TV was negotiated by Charles C. Barry, former NBC vice president, who heads MGM's television operation. Mr. Barry currently is in the process of assembling a staff for the tv unit.

When Loew's announced its tv plans, it revealed that the company intends to acquire interests in tv stations. In negotiations with tv stations for its feature films and short subjects, the company reportedly is asking stations for a stock interest in return for the library. A company spokesman declined to elaborate on this point.

NBC-TV Buys 'Noah's Ark,' Series Made by Jack Webb

ACQUISITION by NBC-TV of television rights to *Noah's Ark*, a series of color tv programs produced by Jack Webb's Mark VII Ltd., was announced Thursday by Thomas A. McAvity, NBC-TV vice president in charge of programs. Mr. Webb, president of Mark VII and producer-director-star of the firm's radio and television *Dragnet* episodes, will direct the *Noah* series but will not star in them, Mr. McAvity said.

The series, to be shown in color at a time and date to be announced later, stars Paul Burke, May Wynn and Victor Rodman and is based on the experiences of a veterinarian, NBC said.

Talbot Named to Coordinate Olympic Film Coverage Plans

APPOINTMENT of Paul Talbot, president of Fremantle Overseas Radio & Tv Inc., New York, as exclusive agent of the organizing committee for the Olympic Games in Australia was announced last week by W. S. Kent Hughes, chairman of the committee. In his new capacity, Mr. Talbot will arrange for television, theatrical and newsreel coverage of the 1956 Olympic Games, to be held in Melbourne, Nov. 22-Dec. 8.

Mr. Talbot told B•T that tv coverage is being set in every country where tv service is available. He said that geographic editions of Olympic tv film programs will be sent from Melbourne to appeal to the viewers of a particular region. These editions include North American, South American, Western European, USSR, Eastern European and Japanese.

A controversy which developed several months ago over the issue of charging for tv coverage was settled, Mr. Talbot said, in the following manner: Film footage will be provided free of charge for regularly scheduled tv news programs, restricted to three minutes in length; no special programs may be carried free of charge, and no film may be carried in a segment that is not a regularly slotted news show. Mr. Talbot added that several Olympic tv programs will be produced and will be available for sponsorship on an exclusive basis in various areas of the country.

A pool for the daily coverage of the games will be formed by television and theatrical newsreel organizations, according to Mr. Talbot. He added that plans are now being discussed for fast delivery of film to the West Coast, so that the output may be placed on the coaxial cable from California originating points. He said there is a possibility that such delivery may include the use of jet planes.

WKOW-TV New ABC Affiliate

WKOW-TV Madison, Wis. (ch. 27), has signed as an ABC-TV affiliate, effective Sept. 29, network officials confirmed last week. On that date, WISC-TV Madison (ch. 3) replaces WKOW-TV as CBS-TV's primary affiliate in that area [B•T, May 14]. WKOW-TV and its affiliated radio station, WKOW, are licensed to Monona Broadcasting Co., headed by Stewart Watson as president.

WEEB Joins ABC Radio

WEEB Southern Pines, N. C., heretofore an independent station, will become an affiliate of ABC Radio this Wednesday, it was jointly announced last week by Jack S. Younts, president of Sandhill Community Broadcasters Inc. (WEEB), and Edward J. DeGray, ABC Radio station relations director. The new ABC affiliate is a daytime station on 990 kc with 1 kw.

NETWORK PEOPLE

Theodore F. Grant, ABC-TV program department, N. Y., promoted to assistant manager of ABC-TV co-op programming.

Kennneth McKay, former assistant director of public relations, Madison Square Garden, N. Y., to CBS-TV press information as sports publicist.

Dr. Frank Stanton, president and member of board of CBS Inc., elected to board of directors of N. Y. Life Insurance Co. to fill vacancy left by late Devereux C. Josephs, chairman of board of insurance firm.

Phyllis Ginsberg, ABC press information staff, N. Y., married to Stanley Vogel of Jasco Aluminum Co.

WIBC—Leads in Indiana

1955
National Safety Council
PUBLIC INTEREST
Award
FOR EXCEPTIONAL SERVICE TO SAFETY
presented to
WIBC

WIBC is the only Indianapolis radio station ever to receive the National Safety Council's 1955 Public Interest Award for exceptional service in the field of Traffic Safety. The station received this award recently, adding it to five consecutive awards from NSC in the field of Farm Safety, also exclusive with WIBC in Indianapolis.

FIRST IN COMMUNITY SERVICE

WIBC not only does an outstanding job in public service, but WIBC's community service programs build big audiences. In the 31-county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.*

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN AUDIENCE

WIBC's well known personality salesmen . . . Al Brooks, Robin Bright, Jim Shelton, Harry Andrews and many others, are chiefly responsible for the station's success in community service and big audiences. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana, the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

'HOPEFULS' IN CHICAGO WILL NOT HAVE SANCTUARY FROM RADIO-TV 'EYES, EARS'

Wherever they go, Democratic delegates will find that AT&T or Illinois Bell have been there first in preparing for all eventualities in media coverage. Regular convention plans progressing rapidly under Reinsch. 'Teletronic Terrace' replaces soap box.

POLITICAL CANDIDATES who would seek sanctuary from the public eye of tv (and ear of radio) during the forthcoming Democratic national convention had best look to their ingenuity and imagination.

Wherever they may roam from Chicago's International Amphitheatre and convention proceedings—or take refuge—the Illinois Bell Telephone Co. and AT&T's Long Lines Dept. is prepared to install extra facilities for the convenience of radio-tv broadcasters.

Not that the political candidates are publicity-shy—but the telephone company recalls the 1952 Democratic national convention when candidate Adlai Stevenson "holed up" at an Astor St. residence on Chicago's near north side and caught the company with its preparations down.

Aside from its routine assignment of installing television, radio, teletype, telephoto and telephone equipment, AT&T and Illinois Bell are gearing in 1956 along more anticipatory lines. As a result, extra cable, wire, portable unit and other equipment will be on tap for any emergency.

Facilities will be ready for installation at such strategic sites as hotels (including the Democratic Convention Headquarters in the Conrad Hilton), Chicago's Midway and other airports, railway stations—and even at such remote points as Libertyville, Ill. (where Mr. Stevenson owns a farm).

This typifies the magnitude of facilities planning now underway at Illinois Bell in Chicago and the extent of actual work by technicians and engineers in providing basic equipment for network radio-tv newsmen and cameramen [B•T, July 23].

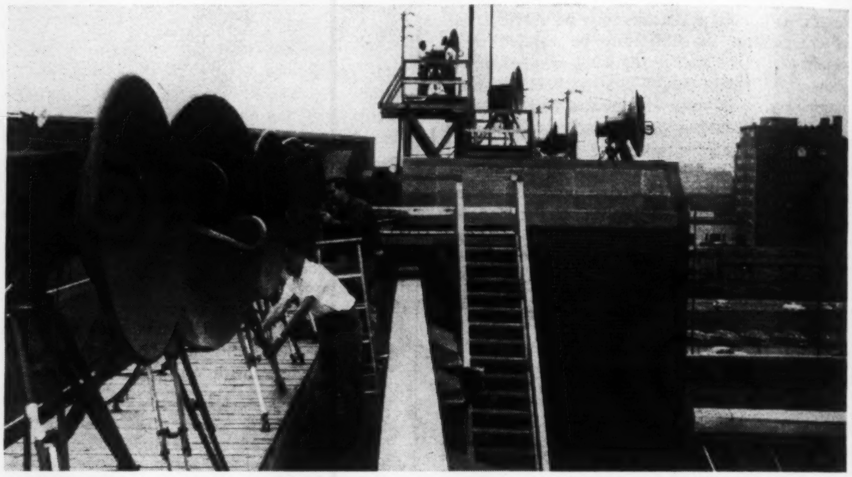
Names also are starting to make news in various Chicago convention planning quarters. MBS has hired Marion (Maxie) Baer to head engineering groundwork for Mutual convention coverage. Ed Plaut, BBDO New York writer who has worked on *U. S. Steel Hour* commercials among other assignments, will join the staff of the Stevenson campaign committee today (Monday). He will work with Bill Wilson, former CBS-TV Chicago producer-director, who joined the Stevenson group last February and who has been handling Mr. Stevenson's radio-tv appearances during the primaries.

Work also is progressing at Democratic National Committee Headquarters under J. Leonard Reinsch, convention manager and executive director of the Cox stations. Arrangements have been completed for the appearances of Frank Sinatra, Howard Keel and Vaughn Monroe in singing roles before evening sessions. They will sing the National Anthem on successive evenings. Dore Schary of MGM is in charge of entertainment for the convention.

Referring to plans for the rostrum area conceived by TelePrompTer Corp. [B•T, July 16], Mr. Reinsch points out "the soap box at political conventions is gone" and described equipment of 1956 as a sort of " 'teletronic terrace' complete with the latest and finest equipment."

Mr. Reinsch has appeared in radio-tv interviews, expressing gratitude on behalf of networks, the telephone company and the Democratic committee, to Promoter Fred Kohler for postponing a scheduled wrestling card in the Amphitheatre Aug. 3 [CLOSED CIRCUIT, July 23]. The postponement will enable workmen to install necessary equipment on time (it should be ready by Aug. 8) and avert estimated additional costs of $50,000 for the network pool and $75,000-$100,000 for the national committee.

Mr. Reinsch explained convention planning on CBS-owned WBBM's *For the Record* July 14 and took part in a panel on WBBM-TV's *Convention Preview* July 21. He answered questions on "The Role of the Communications Industry" in conventions, held in conjunction with Loyola U.



FINISHING TOUCHES are put on microwave antenna "dishes" atop Chicago's International Amphitheatre by technicians from Illinois Bell Telephone Co. in preparation for Democratic National Convention starting Aug. 13. Twenty-eight have been installed atop the Amphitheatre with others located at strategic points throughout the city. It's all part of plans to make sure no convention activity is beyond reach of tv coverage.

Democratic delegates will be cushioned for comfort at this year's convention with chairs obtained from Chicago's Paradise Theatre. Earlier fears that there would be a lack of hotel accommodations for conventioneers have been dissipated, according to Elizabeth Forsling, executive assistant to Mr. Reinsch and convention housing director. The Democrats have been allotted 11,500 of the city's 35,000 rooms and reservations will be accepted by hotels right up to the convention's opening Aug. 13, she added.

Decorations for the convention will be "simple and dignified, but at the same time, traditional—with the familiar colors of this national occasion," placing primary emphasis on the speakers, according to Mr. Reinsch. A humorous highlight of pre-convention activity will be the staging of a mock convention by the Chicago Host Committee Aug. 12 for 1,000 Democratic women VIPs to nominate a woman presidential candidate. The committee also will provide a program of some 50 entertainment events and tours and a fleet of 225 air-conditioned automobiles and chartered busses for Democratic VIPs.

With respect to facilities, Illinois Bell estimates that 400 tv stations will carry sight-and-sound coverage of the Democratic convention to an estimated 120 million viewers, compared to 107 stations and an estimated 60 million in 1952. The company is preparing a map showing all 1956 tv facilities (superimposed upon one drawn for the 1948 conventions when tv's impact was first felt), along with an AT&T fact sheet.

Other telephone company preparations were in full swing last week. Twenty of the 54 microwave antenna "dishes" planned [B•T, July 9] have been installed and eight more will be hoisted up to a 50-ft. runway on the International Amphitheatre roof overlooking the Chicago stockyards. Remaining 26 dishes are being installed at Comiskey Park, home of the Chicago White Sox, and at four loop locations. (Ten already are in place atop the Conrad Hilton Hotel.)

Twelve coaxial cables will be utilized to connect Amphitheatre cameras with downtown tv network studios, besides microwave channels. The number of switchboards needed for the convention has been increased from 32 to 50 and an additional 11,500 miles of wire will be used to link Amphitheatre phones with Chicago's telephone system. (More than 300 miles of telephone wire will be needed for the majority of 4,000 telephones inside the Amphitheatre.)

Carpentry and electrician work also is going forward at the Bell Telephone Center in the Amphitheatre to serve radio-tv-press personnel, convention officials and delegates. The center is located in the north wing of the building. In the south wing newsrooms, installers are placing telephone and teletype equipment to link newsmen with their respective newspapers.

Nearly 2,500 radio-tv newsmen, commentators, engineers and other personnel have been accredited thus far for the Democratic national convention along with 1,450 from printed media, including 300 from weeklies, 200 from periodicals and 950 working newspapermen—or nearly 4,000 press people. Another 100 theatre newsreel representatives have been accredited, plus additional Western Union personnel.

From 325 to 350 representatives are listed for each of the three radio-tv networks, plus

DU MONT INCREASES ELECTRONICAM FACILITIES

Now Better Equipped to Save You *Time* and *Money!*

Adds 5 new pick-up units to assist agencies, producers and advertisers in getting commercials and shows on top-quality film at minimum cost.

Here's How These Top Agencies, Advertisers and Stars Get Finer Film in Less Time . . . at Lower Cost!

K & E—filmed three 1-minute and one 2-minute commercials for Beech-Nut—including set-up, lighting, rehearsal, and shooting—*in a single day!* Had prints on the air on 20 stations across the country *7 days later!*

McCann-Erickson—shot two 1-minute commercials for Nu Soft *in just 1 afternoon!*

Westinghouse—set, rehearsed and shot a full 15-minute show *in one morning*—had final prints *48 hours later!*

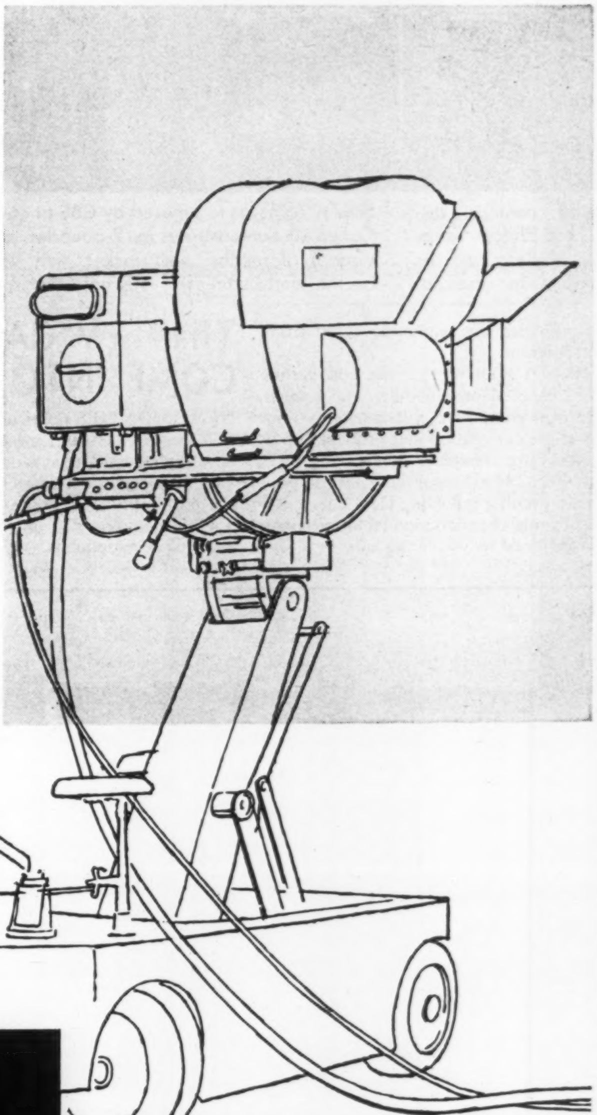
Les Paul and Mary Ford—delivered 35 5-minute shows for the Instructo Corporation in just *seven shooting days!*

George Jessel—shot three ½-hour films on a new show before two separate live audiences *in just 1 day!*

YOU can get the same kind of results!

AT YOUR SERVICE

complete production facilities • cameras • technical personnel • fully-equipped stages • live audience theaters. *At Your Option*—direction • lighting • set-up • scenic design scoring • costuming • laboratory service and film editing.



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Electronicam Division

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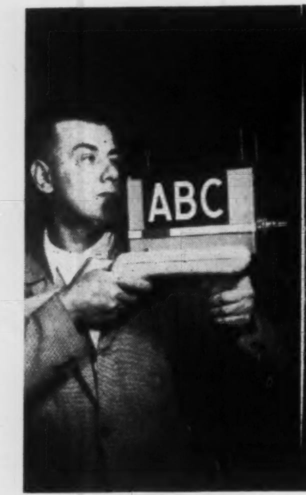
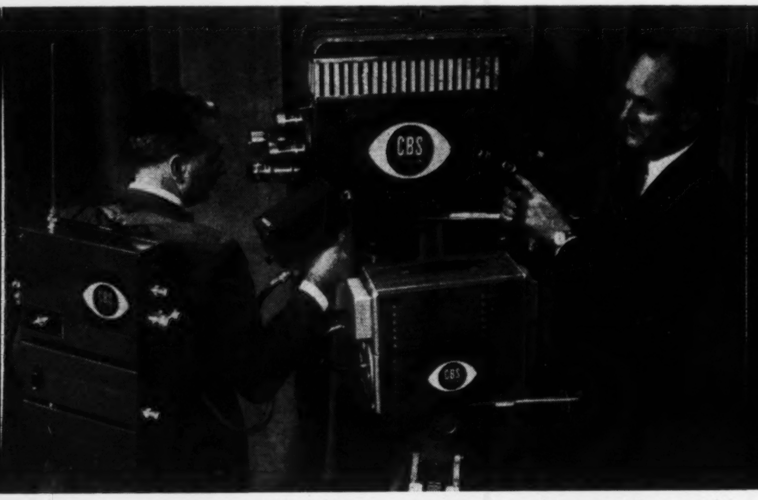
Telephone: JUdson 2-2590

West Coast Offices
11800 West Olympic Boulevard, Los Angeles, Calif.
Telephone: GRanite 7-4271



Four-pound camera developed by Philco Corp. for ABC is described as 'very simple' to operate.



Four tv cameras to be used by CBS at convention. French scientist Raymond Cahen (l) demonstrates as 2-pounder, while CBS Vice President Sig Mickelson explores the "vest pocket" size, which weighs 1½ lbs. and is said to be the world's tiniest. It is held like a revolver.

RCA made this four-pound camera, which NBC will use experimentally in covering conventions.

75 for Mutual, with the remaining 1,400 from independent stations.

Mr. Reinsch is hopeful that the convention program will proceed on schedule. He pointed out the platform committee will meet this year in advance of the convention and probably have its report ready for Tuesday, thus saving time in this instance. The actual convention program Monday evening involving Gov. Clement's speech and keynote tv production techniques has not been determined as yet, he added.

TINY TV CAMERAS COME INTO VOGUE

NEXT MONTH'S political conventions loomed last week as testing grounds for an array of new, lightweight television camera equipment, with all three tv networks announcing entries in the portability sweepstakes.

CBS reported not one but two new small-camera developments. ABC and the sponsor of its political coverage, Philco Corp., also came up with a hand-held portable camera. Earlier, RCA announced it had developed a four-pound camera and 15-pound portable pack-back transmitter which NBC will use experimentally in covering the conventions [B•T, July 23].

The CBS developments were announced by news and public affairs Vice President Sig Mickelson during special closed-circuit orientation programs for Democratic and Republican delegates last Monday and Wednesday [also see story, page 66].

One, designed and developed by French electronics engineers, consists of a four-pound camera (including two-pound lens and viewfinders) and 32-pound back-carried portable unit composed of video transmitter, synchronizing generator, and power supply (batteries). The camera measures 7 by 4 by 3¼ inches. It is a product of Intercontinental Electronics Corp.

The other development announced by CBS was a "vest pocket" camera, described as "tiniest in the world." This was developed by the engineering research labs of Lockheed Aircraft Corp. to flight-test the new Electra project airliner. Mr. Mickelson said it weighs 1½ pounds, measures 5 by 1¾ by 2 inches, and is smaller than a flashlight. Fitted with a special pistol-grip, it is held and aimed like a revolver. Cables connect it with a transmitter.

The camera developed for ABC by Philco, which supplied four for use in convention coverage, was described as weighing four pounds and measuring 3½ by 6¼ by 10½ inches. ABC said it is "very simple," requiring fewer adjustments by the cameraman than does a standard tv camera. Like the CBS Lockheed camera, it is linked to transmitter by cable.

In another area of new equipment, ABC announced it also will use two special lens attachments for improved panoramic shots with standard cameras in covering the conventions. One, developed by ABC-TV engineers at KGO-TV San Francisco and called the "Bazooka" because it resembles the cylindrical anti-tank weapon of World War II, is 48 inches long (but has a focal length of 65 inches because of a series of mirrors inside the cylinder), is 7 inches in diameter and contains a 6-inch reflector. The other, developed by Marvin Jacobs, ABC-TV chief lens engineer in Hollywood, and named the "Big Jake" in his honor, is 51½ inches long and has a diameter of 11¼ inches.

CBS
4 WARWICK
2 HAMPTON
5 NEWPORT NEWS
1 NORFOLK
3 PORTSMOUTH
*

You Reach the Home-Folks When You Ride the "Locals"

It had an 18.2 rating in February 1956 Telepulse.

It is available for Class "C" Participations Monday, Tuesday, Wednesday and Friday, 4:30-5:00 P.M. (Sorry, Thursday is sold.)

It is VARIETY SHOW . . . WTAR-TV's own low-cost, spritely half-hour that's doing such "nip-ups" for Advertisers that it takes two people to sort the fan mail!

TALENT . . . Em-Ceed by *Jeff Dane*, singing personality who's been on "The Steve Allen Show", "Toast of the Town", "All Star Review." He's abetted by lovely *Ruth Raye*, the combo and a host of local talent.

To get the full story of VARIETY SHOW that sells WTAR-TV's five city* market . . . write or call your Petry man or WTAR-TV, Norfolk, Va.

WTAR-TV CHANNEL 3 NORFOLK.VA.

Represented by Edward Petry & Co., Inc.

ARB TV REPORT CURRENT AVAILABILITY NOTICE

Listed below are all markets for which ARB television audience reports are currently available or are due to be issued in the near future.

Southern Rating Reports

Atlanta	Monthly
Baltimore	Monthly
Birmingham	March
Charleston, S. C.	March
Charleston, W. Va.	February
Huntington, W. Va.	
Charlotte	March
Chattanooga	June
Columbia, S. C.	March
Dallas	April-July
Fort Worth	
Harlingen	March
Brownsville	
Weslaco	
McAllen	
Houston	April-July
Jacksonville	March
Little Rock	February-June
Louisville	February-June
Lubbock	February
Memphis	February-June
Miami	March
Fort Lauderdale	
West Palm Beach	
Mobile	March
Nashville	March
New Orleans	March
Norfolk	March
Oklahoma City	February-June
Raleigh	March
Durham	
Richmond	March-July
Roanoke	March
San Antonio	February-June
Shreveport	March
Tulsa	February-June
Washington	Monthly
Winston-Salem	February

Central Rating Reports

Chicago	Monthly
Cincinnati	Monthly
Cleveland	Monthly
Columbus, Ohio	Monthly
Davenport	February-June
Rock Island	
Dayton	Monthly
Des Moines	March
Detroit	Monthly
Duluth	March
Superior	
Evansville	February-June
Fort Wayne	February
Grand Rapids	March
Kalamazoo	
Hannibal	June
Keokuk	
Quincy	
Indianapolis	April-July
Kansas City	April-July

Madison	January
Milwaukee	April-July
Minneapolis	Monthly
St. Paul	
Muncie	February
Omaha	Feb.-Apr.-June
Peoria	March
Rockford	May
Saginaw	June
Bay City	
Midland	
St. Louis	April-July
South Bend	February
Elkhart	
Springfield, Mo.	March
Toledo	February
Wheeling	April
Steubenville	
Wichita	February-June
Youngstown	February-May

Western Rating Reports

Albuquerque	March
Bakersfield	March
Boise	March
Colorado Springs	January
Denver	March-June
Fresno	March-June
Honolulu	June
Los Angeles	Monthly
Northern Calif. Central Valley	February-June
Phoenix	February-June
Portland, Oregon	Feb.-Mar.-June
Pueblo	January
Sacramento	February-June

Salinas	June
Monterey	
Santa Cruz	
Salt Lake City	February-June
Ogden	
Provo	
San Diego	March-May
San Francisco	Monthly
Seattle	Monthly
Tacoma	
Spokane	February-July
Stockton	June
Modesto	
Tucson	December-June

Eastern Rating Reports

Albany	February
Schenectady	
Troy	
Boston	Monthly
Buffalo	February-June
Harrisburg	February-June
Hartford, Conn.	February-April
Johnstown	February
New York	Monthly

Philadelphia	Monthly
Pittsburgh	April-July
Portland, Maine	June
Providence, R. I.	February-June
Rochester, N. Y.	February
Scranton	March-June
Wilkes-Barre	
Syracuse	February-June

Advertising Agency rates for these reports are listed below with procedure for ordering. Most reports are available for immediate delivery with July reports to be completed shortly. For further information please contact your nearest ARB office.

PRICE SCHEDULE FOR ARB TV REPORTS

ARB RATING REPORTS

Covering over 100 markets these reports include quarter-hour ratings and audience composition and cover all programs on all stations. Metropolitan Area Coverage Studies also available in 300 additional markets. Information on request.

	Agency TV Billing Per Year	
Prices	Under $2,000,000	$2- 10,000,000
For firm's home city report	$30.00	$30.00
For additional market reports	15.00	25.00

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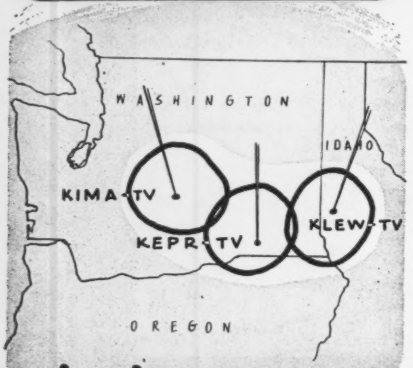


That's CASCADE TELEVISION

For the first time, the huge agricultural-industrial heartland of the Pacific Northwest is moulded into a single, deliverable market. No other single medium, only Cascade's sprawling three-station network dominates the entire three-state region. It takes plenty of coverage (more than 40,000 square miles) . . . . . and Cascade's got it—*exclusively!*

KIMA-TV
Yakima, Wash.
with its Satellites
KLEW-TV
Lewiston, Ida.
KEPR-TV
Pasco, Wash.

See Weed Television
Pacific Northwest: MOORE AND LUND

CBS-TV Gives Preview For Convention Goers

ELECTRONIC JOURNALISM, which promises to gain in stature during coverage of the political conventions next month, was utilized by CBS last week to provide Democratic and Republican convention delegates and alternates with a "television-eye-view" of the network's convention plans.

In separate closed-circuit telecasts carried to 167 CBS-TV affiliated stations where convention delegates were gathered, the network offered a glimpse of over-all facilities in Chicago and San Francisco as convention cities. The delegates saw the location of the floor of Chicago's International Amphitheatre and San Francisco's Cow Palace, the speakers' platforms and facilities for the working television and radio crews, as well as equipment to be used.

The delegates also saw the locations of the various delegate and party headquarters hotels, scenic highlights, airports and rail terminals and routes to the convention sites. Large-scale exploded drawings or "mock ups" of the interior of the convention halls were shown to illustrate the talks given by CBS officials.

The closed-circuit programs, held for Democrats on Monday and Republicans on Wednesday, originated in New York and included pickups from Washington for brief talks by Paul M. Butler and Leonard Hall, chairmen respectively of the Democratic and Republican national committees. Others who appeared on the programs were Dr. Frank Stanton, president of CBS; Sig Mickelson, CBS vice president in charge of news and public affairs, and CBS newsmen Walter Cronkite, Bob Trout, Douglas Edwards, and Charles Collingwood.

Some 4,500 Democratic and 2,500 Republican delegates and alternates were invited to attend the telecasts at CBS-TV affiliates' studios throughout the country, but the network reported it had no count of the actual number of visitors who viewed the broadcasts.

Pre-Convention Sidelights Furnished by UP to Clients

IN THE two weeks left before the Democrats meet in Chicago, United Press will service its radio-tv station clients with a series of 13 daily scripts titled "The Convention Story." Beginning today (Monday), UP will feed the scripts to stations, giving them a chance to tell their audiences about highlights of past conventions and factors involved in this year's election campaign.

UP also will give its broadcast clients a 10-program series titled "Names in the Convention News," a daily analysis of political developments and special women's programs. During the course of the conventions themselves, the wire service will carry running spot news, hourly recaps and political analysis, as well as the routine "lighter side features."

Finishing Touches Readied On WU Conventions Coverage

WESTERN UNION TELEGRAPH reports that, with 2,000 miles separating the convention sites and barely a weekend open between the time the Democrats leave Chicago and the Republicans flock to San Francisco, it is assembling the largest single staff of telegraph operators in its history. Over 400 WU operators will be located in both cities, sending over 600,000 words per hour to press centers in San Francisco, Chicago and New York. These three cities will in turn feed a network of 15 high-speed regional message centers connecting all principal WU offices throughout the country.

NARTB Group Discusses Public Relations Program

A PUBLIC RELATIONS program designed to meet concentrated attacks on the broadcast industry was discussed Wednesday at a meeting of a special NARTB board committee authorized at the June board meeting [B•T June 26, July 3]. Committee members now are reviewing these plans to start a special program, including financing problems.

With much criticism of broadcasters originating in New York and Los Angeles, where entertainment industry commentators center, NARTB is considering the opening of offices designed to service these two cities. No word about the plans was divulged after the Wednesday meeting.

Although the next board meeting isn't scheduled until Feb. 4, 1957, it was believed the special committee might agree on a program by mail and telephone, after which it could be submitted to the combined radio and tv boards for referendum vote.

Attending Wednesday's meeting were John M. Outler, WSB Atlanta, Radio Board chairman; Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board chairman; Arthur Hull Hayes, CBS Radio; William D. Pabst, KFRC San Francisco; Ernest Lee Jahncke Jr., ABC; John E. Fetzer, Fetzer Stations, and NARTB President Harold E. Fellows.

Voice of Democracy Contest Organization Is Announced

AN ORGANIZATION to direct the 10th annual Voice of Democracy Contest was announced Thursday by NARTB and Radio-Electronics-Tv Mfrs. Assn., co-sponsoring the competition with U. S. Junior Chamber of Commerce. Harold E. Fellows, NARTB president, is chairman of the policy committee.

On the policy group with Mr. Fellows are James D. Secrest, executive vice president and secretary of RETMA; William R. Risher, Jaycee vice president; Dr. Samuel M. Brownell, commissioner, U. S. Office of Education; Dr. Paul E. Elicker, executive secretary, National Assn. of Secondary School Principals, and Robert K. Richards, NARTB consultant, committee secretary.

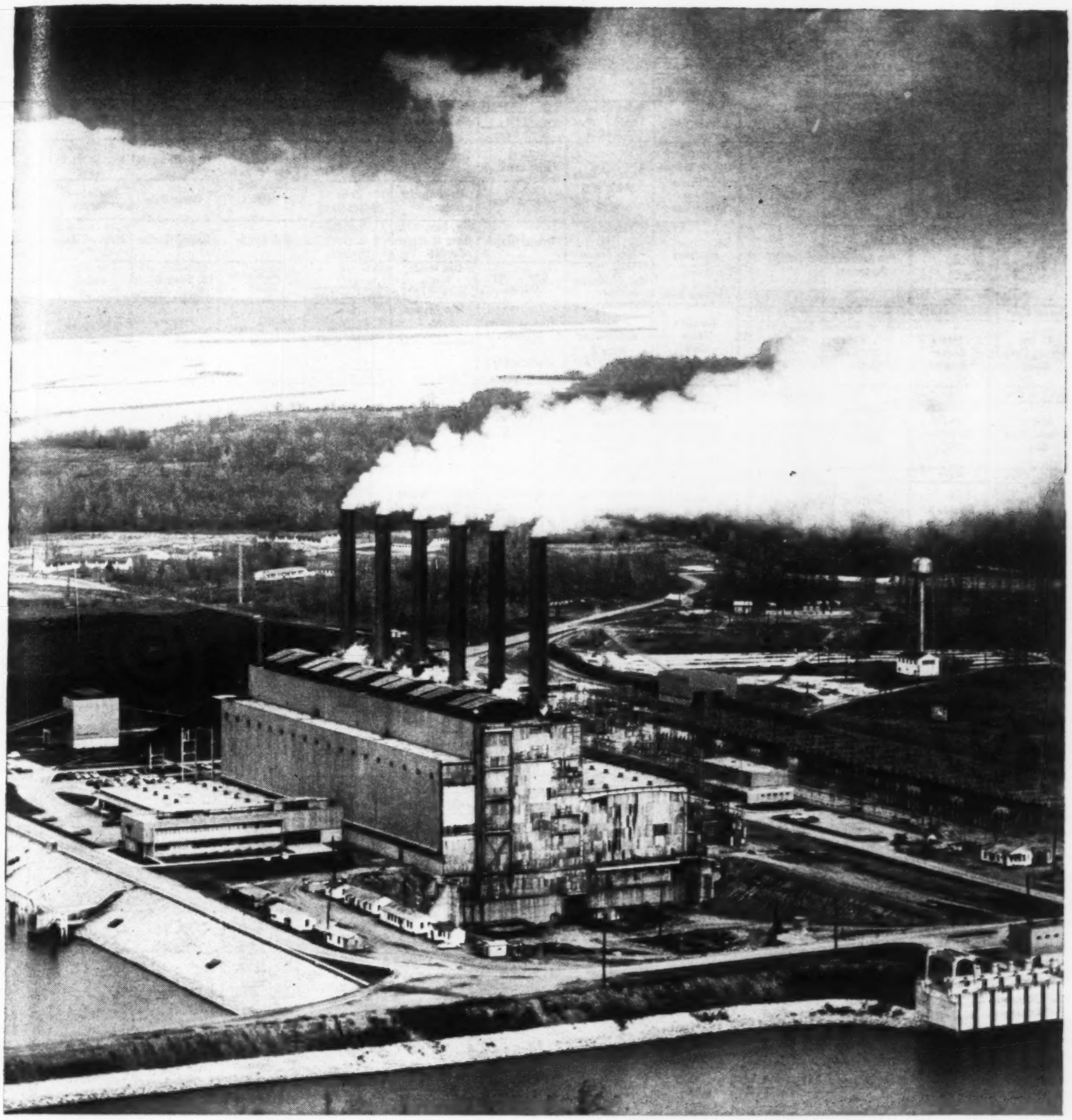
Co-chairmen of the action committee are Frederick H. Garrigus and Peter H. Cousins, of RETMA. Other members are Dean Borton and Albert Watson, Jaycees; Herbert F. Hodge, RETMA; Gertrude Broderick, U. S. Office of Education, and Joseph M. Sitrick, NARTB.

The contest is open to all 10th, 11th and 12th grade students in any public, private or parochial school in the United States and its possessions. It is supported by the U. S. Office of Education and is on the approved contest list of the National Assn. of Secondary School Principals. Contest winners in all state and territorial contests will be given a week trip to Washington and the four top winners will receive $500 scholarships.

RAB Limits Registrants To Ad Clinic in October

DESPITE widespread demands by industry members to attend the second annual National Radio Advertising Clinic of the Radio Advertising Bureau this fall, advertiser and agency attendance will be limited to 500 persons, RAB announced last week. Advance invitations to the two-day meeting in New York, Oct. 29-30, will reach that number of key agency executives and advertisers this week.

In announcing preliminary plans for the



Your taxes helped build this federal government power plant. And that was just the beginning. Because this government-owned TVA steam plant doesn't pay a fair share of taxes, *your* taxes have to be higher to make up the difference.

Is federal government electricity really "cheap"?

Federal government electricity isn't "cheap" at all—it's *subsidized.*

Consider the subject of taxes alone. The more than 400 independent electric companies pay their fair share of taxes. Federal power systems pay no federal taxes at all, and little or no state taxes. This means that their electric rates can be lower, because you and other taxpayers have to pay the share of taxes they *don't* pay.

These days, when all tax practices are under review, shouldn't the inequality and basic unfairness of this kind of subsidy and tax exemption be given full publicity and critical study?

This question affects you and everyone else who pays part of the subsidy. That's why these facts are brought to you by *America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*

COMPARATIVE NETWORK AM SHOWSHEET

	SUNDAY			
	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News O'Hara	John B. Kennedy Edwin C. Hill	Monitor *
6:15	Paul Harvey News		Seeman Bros. Tomorrow's Front Page (6:15-6:25) John Price News	Mutual of Omaha On the Line with Bob Considine Monitor *
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Bill Hillman Commentator	"Meet the Press"
6:45	George Sokolsky		General Tire Sports Time This Fabled World	
7:00	Weekend News Bryson Rash	Mitch Miller Slenderella	"By the People"	Monitor *
7:15	Overseas Assignment			
7:30	Speak'g of Sports Listening Post		Pan American Panorama	
7:45		Weather (195)		
8:00	Texaco News All Star Country Show Co-op	B&W News (197) Meet Corliss Archer	Hour of Decision Billy Graham Evangelistic Assoc.	
8:15				
8:30	Speak'g of Sports All-Star Country Show Co-op	P. Lorillard Two For The Money (203)	Lutheran Hour Repeat	
8:45				
9:00	Texaco News All-Star Country Show Co-op	News Summer in St. Louis	Sounding Board	
9:15				
9:30	Speak'g of Sports All-Star Country Show Co-op	Steel Pier Bands	Manion Forum Dean Clarence Manion	
9:45	Texaco News	Sports	Co-op Keep Healthy	
10:00	Erwin Canham	News Face the Nation	Wings of Healing	Billy Graham ** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk			
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum
10:45				
11:00	Texaco News Whom Shall I Believe	News Dance Orchestra	Wings of Healing	** Hour of Decision (Split Network) and * Monitor
11:15 PM				

	MONDAY			
	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State			
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Here's Hollywood Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Mysteries	Slenderella (194) Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45	ABC Late News	Am. Oil Ed. R. Murrow (82)	What's Your Opinion	One Man's Family ***
8:00	American Music Hall	Jack Carson Show S	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
8:15	ABC Late News			Berkshire Festival Boston Symphony Orchestra
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (160) R	Danger with Granger	
8:45				
9:00	American Music Hall	Chev. News (199) My Son Jeep	News Bob & Ray	Bell Telephone Telephone Hour (185) R
9:15	ABC News	Yours Truly Johnny Dollar	Behind the Iron Curtain	
9:30	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
9:45	News			
10:00	Vandercook, CIO Imagination Milton Cross	Eric Sevareid S Dance Orchestra	Studio X Music	News-Frederick Chet Huntley Net. Part.
10:15	News			World of Music
10:30	Imagination Milton Cross			All Star Parade of Bands
10:45	ABC Late News			
11:00	Imagination Milton Cross	CBS News	Virgil Pinkley	No Network Service
11:15 PM	ABC Late News	Dance Orchestra	Studio X Music	News of the World

	TUESDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State			
6:45	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Mysteries	Bing Crosby	Gabriel Heatter	Miles Labs & (S) News of World *****
7:45	ABC Late News	Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ***
8:00	American Music Hall	Jack Carson Show S	Treasury Agent (Participating)	X Minus One (Networks-Local Participations)
8:15	News S			
8:30	American Music Hall	R. J. Reynolds Camel Rock 'n' Roll Dance Party (112)	Big City	B&W News Biography In Sound
8:45	News			
9:00	American Music Hall	Chev. News (199) My Son Jeep	News Bob & Ray	
9:15	ABC News	Yours Truly Johnny Dollar	Dateline Defense	
9:30	Best Bands of the Land	Campaign '56	The Army Hour	Ted Heath & His Music
9:45	News	UN Report		
10:00	Vandercook, CIO Imagination Milton Cross	Eric Sevareid S Dance Orchestra	Studio X Music	News-Frederick Chet Huntley Net. Part.
10:15	News			World of Music
10:30	Imagination Milton Cross			Nightlife with Nordine
10:45	ABC Late News			
11:00	Imagination Milton Cross	CBS News	Virgil Pinkley	No Network Service
11:15 PM	ABC Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

	WED
	ABC
6:00 PM	No Service
6:15	
6:30	ABC—News Mel Allen All State
6:45	No Service
7:00	CIO-AFofL Edw. P. Morgan
7:15	Co-op Quincy Howe
7:30	Mysteries
7:45	ABC Late News
8:00	American Music Hall
8:15	News S
8:30	American Music Hall
8:45	News
9:00	American Music Hall
9:15	News S
9:30	Best Bands of the Land
9:45	News
10:00	Vandercook, CIO Pabst Fights
10:15	
10:30	
10:45	ABC Late News
11:00	Imagination Milton Cross
11:15 PM	ABC Late News

	SUNDAY			
	ABC	CBS	MBS	NBC
9:00 AM	ABC News Great Moments Great Composers	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15		Music Room		Art of Living
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy (Split) ** Evangelical Assoc "Bible Study Hour"
9:45				
10:00	Texaco News Message of Israel S	Chev. News (178) E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Texaco News Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)	Voice of Prophecy (Split) ** * "Monitor"
10:45				
11:00	Sunday Melodies Marines in Review	News Washington Week	Dawn Bible Frank & Ernest (362)	Monitor * 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15		World Affairs	First Church How Christian Science Heals	
11:30	Texaco News The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chev. News (170) Ralph Marterie S	As I See It Frank Kirkpatrick	
12:15 PM	Presenting Basil Rathbone			
12:30	Front & Center	Freddie Martin Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45		Weather (164)	First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Front Page Exclusive	Monitor *
1:15			American Travel Guide	

	MONDAY - FRIDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30				
9:45				
10:00	My True Story	Arthur Godfrey (Participating)	Cecil Brown	NBC Bandstand (Network-Local Participations)
10:15			Footnotes To Medical History Guest Time	
10:30	When A Girl Marries		Kraft News Johnny Olsen Show	
10:45	Whispering Streets			
11:00	Grand Central Station		Kraft News Story Time	
11:15	Jack Paar Show			
11:30	ABC Late News Your Happy Holiday	Make Up Your Mind S	Queen for a Day Participating	
11:45		Wrigley Howard Miller (144)		
12:00 N	Valentino	Phillips Packing P&G, Gen Foods W. Warren (144)	Kraft News On the Boardwalk	No Network Service
12:15 PM	Luncheon at Astor	Backstage Wife	Constance Bennett Show	
12:30	No Network Service	Toni Perkins (186) Helen Trent	No Service	
12:45		Our Gal Sunday Corn Prod. (82)		
1:00	Co-op Paul Harvey	Corn Prod. (76) Bristol-Myers Road of Life Perkins (203)	Co-op Cedric Foster	
1:15	Co-op Ted Malone	Lever MWF Aunt Jenny (198)	Allen Ladd's Modern Moods	

	SATURDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies		
9:45		Garden Gate		
10:00		Chv. Jackson 192 Galen Drake		
10:15				
10:30	All-League Club House	D-Con (20) Galen Drake *	Kraft News Conference Call	
10:45			I've Been Reading	
11:00	Texaco News Chautauqua Student Symphony	News Robt. Q. Lewis	Kraft News I Ask You	
11:15				
11:30	Platter-brains	Realemon (198) Slenderella	Musical Wheel of Chance	
11:45		Jel-Sert (203) Tums (198) Milner (197)		
12:00 N	Texaco News World Tourist	Chev., Jksn. (183) Romance S	Kraft News Magic of Music	Allis-Chalmers National Farm & Home Hour (Split with "Monitor"*
12:15 PM	Andy Reynolds Ranch Boys S			
12:30	American Farmer S	Liggett & Myers Gunsmoke (199)	American Living	Monitor *
12:45		Asphalt (192) Weather on Hwys		
1:00	Texaco News Navy Hour S	Chev., Jksn. (185) City Hospital	For Teens Only	Allis-Chalmers Home Hour (Central Sta's) (Split) with "Monitor"*
1:15				

EVENING

WED SDAY MBS	WED SDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Texaco News Pan American Union	News New Orleans Jazz Band	John T. Flynn	Monitor *	6:00 PM
			No Service				U.N. on the Record S		Richard Harkness Co-op			World Traveler		6:15
		ABC—News All State Mel Allen				ABC—News All State Mel Allen			No network Service	Sports Kaleidescope	Saturday at the Chase	Report from Washington		6:30
's Hollywood Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Here's Hollywood Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)	Presenting Basil Rathbone		Dinner Date Kraft News		6:45
Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Carter Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	Texaco News At Ease	News Juke Box Jury	Pop The Question		7:00
Dinner Date	No Network Service	Co-op Quincy Howe		Dinner Date	No Network Service	Co-op Quincy Howe		Dinner Date	No Network Service					7:15
iel Heatter	Miles Labs. & (S) News of World (158)	Mysteries	Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World (168)	Mysteries	Bing Crosby	Gabriel Heatter	Miles Labs & (S) News of World (168)	Mysterytime		Hawaii Calls		7:30
What's Your Opinion	One Man's Family ***	ABC Late News	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	One Man's Family ***	ABC Late News	Am. Oil Ed. R. Murrow (82)	What's Your Opinion	One Man's Family ***	Speak'g of Sports	Weather (189)			7:45
Gangbusters (Participating)	Realemon Puritan Network Participations "Truth or Consequences"	American Music Hall	Jack Carson Show S	Official Detective (Participating)	B&W & Realemon Puritan Network Participations People Are Funny	American Music Hall	Jack Carson Show S	Counterspy (Participating)	National Radio Fan Club	Texaco News Vincent Lopez Show	Chev. News (192) Treasury of Music	Bandstand USA		8:00
		News S				News S				It's Your Business				8:15
Crime Files of Flamond	Recollections at 30	American Music Hall	21st Precinct S	Gabriel Heatter It's a Crime Mr. Collins	Conversation	American Music Hall	CBS-Radio Workshop	City Editor			Upbeat Saturday Night			8:30
	B&W News	News			News-Don Pardo	News				As We See It				8:45
Corn Products Press Conference	DeSoto Plymouth Dealers, "Best of Groucho" (191)	American Music Hall	Chev. News (199) My Son Jeep	News Bob & Ray	Can Freedom Win	American Music Hall	Chev. News (199) My Son Jeep	News Bob & Ray	NBC Job Clinic National Radio Fan Club	Texaco News National Juke Box	Saturday Night Country Style			9:00
		News S	Yours Truly Johnny Dollar	UN Radio Review		News S	Yours Truly Johnny Dollar	UN Radio Review		Speak'g of Sports				9:15
Family Theatre	Sound Flight '56	Best Bands of the Land	Leading Question	Co-op State of the Nation	Stars In Action (Nat'l Guard)	Best Bands of the Land	So They Say	True or False		Best Bands in the Land			R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
		News				News			Inside Story with Victor Riesel	Texaco News				9:45
Studio X Music	News-Frederick Chet Huntley Net. Part.	Vandercook, CIO Imagination Milton Cross	Eric Sevareid S Dance Orchestra	Studio X Music	News-Frederick Chet Huntley Net. Part.	Vandercook, CIO Imagination Milton Cross	Eric Sevareid S Dance Orchestra	Studio X Music	Gillette Boxing	Lawrence Welk Army Show	News S Dance Band	Renfro Valley Dance Barn	Monitor *	10:00
	This Is Moscow	ABC News			Carling Cons. Club	ABC News			Sports Digest	Speak'g of Sports Rhythm on Parade				10:15
	Three Score & Five	Imagination Milton Cross			Jane Pickens Show	Imagination Milton Cross			Sports Highlights		Basin Street Jazz			10:30
		ABC Late News				ABC Late News								10:45
Virgil Pinkley	No Network Service	Imagination Milton Cross	CBS News	Virgil Pinkley	No Network Service	Imagination Milton Cross	CBS News	Virgil Pinkley	No Network Service	Imagination	News	Dance Time		11:00
Studio X Music	News of the World Morgan Beatty	ABC Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	ABC Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty		Dance Orchestra			11:15 PM

DAYTIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Woolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"	Closed Circuit	Carter (186) Corn Prod. (76) Dr. Malone	Luncheon with Lopez	No Network Service	Speak'g of Sports Shake the Maracas	Man Around The House (S)	For Teens Only	Monitor *
				Guiding Light				Adventure in Science		
News World Music Festival	London Studio Concerts	Monitor *	No Network Service	P&G news (144) P&G News (203)	Kraft News Jazz Roost		Texaco News Festival	News S String Serenade	Kraft News Fifth Army Band	
				M* Mrs. Burton						
	Band Concert	The Catholic Hour	The Martin Block Show	Toni Perkins & Nora Drake (196)	Mutual Matinee		Speak'g of Sports Festival	Dance Orchestra	Lucky Pierre	
				Pat Butrum Show (198) Wm. Wrigley						
	Bands For Bonds	Monitor *		Houseparty† (183) R	(MTuWF) Bands For Bonds (Th) Bands For Bonds Dick & Diane	"Five Star Playhouse"	Texaco News Festival	News S Richard Hayes Army Show	Country Jamboree	
				Corn Prod. Sunshine Sue (82)						
Music on a Sunday Afternoon						"Hilltop House"	Speak'g of Sports Festival	Dance Orchestra	Sports Parade	
						"Pepper Young's Family"				
News (S) Asphalt (200) Weather on Hwys			Broadway Matinee	Corn Prod. (40) Art Smith	Mutual Reports Mutual Matinee with Dick Willard	Miles Labs "Woman In My House"	Texaco News Festival	News S Dance Orchestra	Co-op Stand-By Sports	
				No Service		M. M. McBride				
			No Network Service		M—US Mil Band T—US Marine B. W—The Rcd. Rm Th—Musical Cvn F—Salute to the Nation	Fred Waring Song Feast (Network-Local Participations)		Dance Orchestra		
R. Trout (193) Chevrolet News				News						
Indictment	Lombardoland USA			No Service	Bob & Ray	Music Program TBA	Texaco News Dinner at the Green Room	News S Dance Orchestra		
Fort Laramie	Bands For Bonds					"It's New!" "B'ness World"	Dinner at the Green Room	Dance Orchestra		
Weather (164)	Sports Final		Wall St. Final (Harris, Upham)		F—Salute Nation T&T Paul & Ford M&F Here's Hwd	"Sport-O-Rama" "Observations" (Dr. Gallup)			Kraft News	

July 30, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., **Les Griffith & The News.** (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—**Galen Drake** (111)

11:30-11:35 a.m. Sun. Lou Cioffi—**News** (8)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Tu.Th., Pharma.-Craft; Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**—Network & Local Participations—Warner-Lambert, Quaker State, RCA, Barbasol, American Oil, Hazel Bishop, Bell Telephone, Miles Labs., 20th Century Fox, Sawyer's, Mack Trucks.

** **'Bible Study Hour', 'Voice of Prophecy'**, and **'Hour of Decision'**—are broadcast at 8:30-9 a.m., 9:30-10 a.m. & 10:00-10:30 p.m.—respectively in each area of the country in terms of local time.

One Man's Family—Net & Local Participation, Viceroy & ReaLemon-Puritan.

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8:30-9:00 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Mypone (M-F); Alsum (M-F).

DOUG ARTHUR

JOE NIAGRA

BOB KNOX

TOM DONAHUE

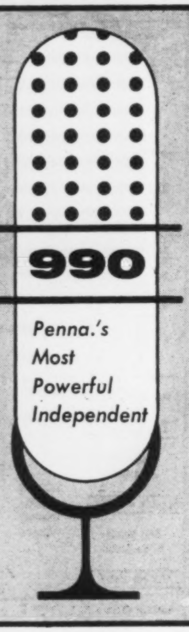
TONY BOURG

FRED KNIGHT

RAY WALTON

First in

PHILA.



plus bonuses for WIBG advertisers!

plus a new selling sound . . . !

CAR CARDS
on the most traveled transit routes.

OUTDOOR BOARDS
24 Sheet & Painted Billboards around the town.

DIRECT MAIL
intensive, frequent mailings to select lists.

TRADE PAPER
scheduled ads in leading trade papers.

Pennsylvania's most powerful independent!

WIBG
10,000 WATTS
SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300
NAT'L REP.: RADIO-TV Representatives

'Most Honest Guy'

HONESTY, always the best policy, can take on added impact when illuminated against the backdrop of a big city. Just ask Sherril Taylor, vice president and director of promotion of Radio Advertising Bureau.

In Chicago for sales presentations to top local advertisers in that market, Mr. Taylor arrived back at his hotel (the Drake) by taxi one day to discover that $31 in loose currency was missing from his pocket. The money, he felt sure, had dropped from his pocket when he paid his cab fare.

The next man in the cab happened to be Al Pierce, chief engineer at CBS-TV, whom Mr. Taylor had never met. Mr. Pierce gathered up the money, asked the driver where he'd picked up his last fare, and on learning that it was National Tea Co., telephoned that concern on the slim chance that someone had 'phoned for a taxi from there. The receptionist told the CBS-TC chief engineer that she'd called a taxi for a Sherril Taylor. The taxi driver already had told Mr. Pierce where he had dropped off his last passenger, and so Mr. Taylor at last was located and his money returned—"money I never expected to see again."

Mr. Pierce's reward: A bottle of Kings Ransom addressed to "the most honest guy in Chicago."

clinic, RAB President Kevin B. Sweeney said last week that the 500 agency-and-advertiser executives will be joined by an additional 350 persons, representing RAB-member stations, networks and representation firms. Use of the quota system was decided upon after careful deliberation, Mr. Sweeney said, pointing out that response to the initial clinic last year was "so great that we anticipated a problem in accommodating everyone this year."

This year's session, like last year's, will emphasize "How We Do It" aspects of radio advertising. Individual speeches and panel sessions presenting all phases of advertising—research, marketing, copy, etc.—will highlight the two-day meeting, RAB said. The morning sessions on both days and the first day's afternoon session will be open to all registrants; the afternoon of the second day will be a closed session for RAB members only.

Mr. Sweeney commented: "Last year's clinic definitely established the fact that there is an intense interest among advertisers . . . in learning of the new and varied uses radio has been successfully put to. . . . With . . . even more spectacular radio campaigns during the past 12 months, this year's clinic promises to be even more informative than last year's."

RAB Publishes New Brochure

SUPERCHARGED radio impressions at a cost of 5½ cents a thousand are the topic of Radio Advertising Bureau's latest brochure, "High Test Radio." The booklet tells how Sinclair Refining Co., New York, through its agency, Morey, Humm & Warwick, built a national radio campaign out of a safety announcement overheard in an Atlanta, Ga. taxicab. The folder outlines the growth of the 50-market Sinclair safety campaign and allows radio salesmen to show the ease with which radio delivers the giant automobile audience to petroleum and auto appliance manufacturers.

Crowell-Collier Acquires Phonograph Record Subsidiary

CROWELL-COLLIER Pub. Co. last week entered phase two of its diversification move into aural communications by acquiring the Concert Hall Society, New York, a phonograph record manufacturer, and its four record clubs, Musical Masterpiece Society, Chamber Music Society, Jazztone Society and Opera society. It is the publishing company's intention to take Concert Hall's direct mail order subscription list of 600,000 and add it to its own subscriber roster, in an effort to capture a large slice of the booming mail order phonograph record market.

While spokesmen for Crowell-Collier declined to specify the amount of the transaction involved, Samuel Josefowitz, co-founder with his brother David of the concert hall society, said the deal "involved a substantial amount in the seven figures, part cash, part in other considerations." William H. Fowler, former vice president of Capitol Records who joined Crowell-Collier last March as general manager of the embryo recording division, will head the new subsidiary.

Suit Asking $1 Million Filed Against Muzak in New York

A SUIT seeking more than $1 million in treble damages was filed last week against Muzak Corp., New York, by Muse-Art Corp., Philadelphia, a Muzak affiliate, charging the defendant with "conspiracy to obtain and maintain a monopoly in the field of furnishing music and other entertainment by sound reproduction to customers under contract."

In starting the action in the U. S. District Court for the Southern District of New York, Muse-Art claimed that Muzak is "practicing discrimination" against particular franchise-holders, including Muse-Art, by "charging excessive royalties than that charged to more favorite franchisers." The suit further charged that "a conspiracy" exists between Muzak and WCAU Philadelphia to "destroy Muse-Art's business and prevent lawful competition between Muse-Art and WCAU by the delivery by Muzak, directly or indirectly, into the possession of WCAU of confidential information pertinent to Muse-Art's business which Muzak acquired over a period in excess of 15 years."

A spokesman for Muzak said the action had "no basis" and the company was prepared to refute Muse-Art's charges.

Stewart-Warner Div. Buys Cardwell Electronics Corp.

ENTRANCE into facsimile was reported by Stewart-Warner Electronics Div. of Stewart-Warner Corp., Chicago, last Monday with announcement of the purchase of Allen D. Cardwell Electronics Products Corp., Plainville, Conn., for an undisclosed price.

Included in the transaction is Cardwell's license agreement with Hogan Labs Inc., which owns basic electrolytic facsimile system patents. The Stewart-Warner division plans to expand both military and commercial facsimile activities, including picture transmission and reception for press associations, according to Dr. Lloyd T. DeVore, general manager.

*more than half**

# of all TV Towers over 1,000 feet

BEAR THIS IDECO PLATE

...and so do hundreds of other radio and TV towers, all over the world.

Just a year ago we reported "Over 40% of all TV towers over 1,000 feet tall are towers by Ideco." TODAY OVER 50% are labelled "Built by Dresser-Ideco Company."

MORE TALL TOWERS have been built by Dresser-Ideco than by all the other tower companies combined!

No, we're not bragging just to inflate our own ego. Rather, we're reminding you of that very essential intangible in your tower job . . . peace of mind . . . the feeling of complete security that is yours when you deal with the leader. Your confidence is well placed in Dresser-Ideco's *proven ability* to design, fabricate and construct the tower you need . . . whatever the height, whatever the antenna and wind load requirements.

All the way from knowledgeable counsel in early planning, through to a complete final inspection . . . you can place your trust in the world's most experienced tower engineers.

So when you're ready to push up for greater coverage . . . or when you're planning a new station . . . come to Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

**Tower height data from TV Factbook, Spring, 1956*

IDECO

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

THIS IS AN
IDECO
STRUCTURE
DRESSER-IDECO CO. • COLUMBUS, OHIO • ONE OF THE DRESSER INDUSTRIES

Tallest Man-Made Structure in the World . . . 1572' Ideco tower for KWTV, Oklahoma City, Okla.

Typical Self-Supporting Tower ... 649' Ideco tower for WATE-TV, Knoxville, Tenn.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

OCEAN TRAGEDY STEPS UP NEWS COVERAGE

Collision of liners 'Andrea Doria' and 'Stockholm' causes radio and tv networks and individual stations to increase usual reportorial stints to bring flashes, bulletins and eyewitness accounts to listeners.

RADIO AND TV networks and many individual stations stepped up their news coverage last Thursday to bring flashes, bulletins, eyewitness accounts and other reports of the collision of the liners *Andrea Doria* and *Stockholm* off Nantucket Island just before midnight Wednesday.

Networks and some stations flew reporters and cameramen to the disaster area and assigned other newsmen to the Coast Guard headquarters in New York, where latest ship-to-shore information was received. Many New York stations and others near the disaster remained on the air all night Thursday—beyond usual sign-off time—after news of the collision was flashed at 11:40 p.m. Wednesday.

CBS Radio early Thursday flew newsman Douglas Edwards to the Quonset R. I., Naval Station, and he was aloft in time to see the *Andrea Doria* disappear beneath the ocean's surface. At 10:20 a.m., a bulletin was telephoned to the network by Mr. Edwards and carried on Arthur Godfrey's morning program. At noon, pre-empting the time usually occupied by *Wendy Warren and the News,* CBS Radio presented a combined report from Mr. Edwards, Richard C. Hottelet from Coast Guard headquarters and Dallas Townsend from CBS News headquarters. Ned Calmer was "anchor man" for the report.

CBS Radio affiliates, including WCBS New York, WPRO Providence and WBRY Waterbury, Conn., remained on the air all night to give listeners a status report of the condition of the two disabled vessels and the rescue chances of the passengers and crews.

Charles Ashley, news editor of CBS-owned WEEI Boston, had that station stay on all night (it usually signs off at 1:15 a.m.) to follow rescue developments. Newsman Ed Myers flew to the scene in a chartered CBC plane and Art Smith went to the wreck aboard the Coast Guard cutter *Casco*. Ralph Morse, vacationing on Nantucket Island, fed the station news of survivors landing there. WEEI had news flashes on the air by 2 a.m. and fed CBS Radio newscasts through the early morning.

WHDH Boston carried its first bulletin on the disaster at 11:30 p.m., and by 4 a.m. had its entire staff on hand preparing and broadcasting reports. After on-the-air interviews with Coast Guard search and rescue squadron members at 6 and 9:30 a.m., the station presented at 10:35 an interview with a doctor who described the landing of four early survivors, including one fatally injured, at Nantucket.

Two other interviews dealt with preparations and procedures regarding helicopter delivery of injured passengers to a Boston hospital. WHDH also made contact with a freighter which picked up one survivor, and later with the *Ile de France,* which carried several hundred survivors back to New York. In addition to special interviews, WHDH presented regular summaries of rescue operations.

One Ray of Cheer

ONE of the most dramatic stories to come out of the *Andrea Doria-Stockholm* disaster was that of 14-year-old Linda Morgan, daughter of ABC newscaster Edward P. Morgan. She was missing and presumed dead in the crash, along with her stepfather, Camille Cianfarra, Madrid correspondent of the *New York Times,* and her half-sister, 8-year-old Joan Cianfarra. Mrs. Cianfarra, Mr. Morgan's former wife, who survived the tragedy, was interviewed by the newscaster Thursday night in a gripping broadcast during which he didn't mention that his daughter was among the reported fatalities.

Then, Friday, when the *Stockholm* limped into New York, Linda was found among the survivors. Even more spectacular than her reappearance was the manner in which she had gotten aboard. In the collision, Linda reportedly was snatched, in a pile of debris, from her cabin in the *Andrea Doria* by the bow of the *Stockholm*. She was found, not seriously injured, among the debris on that ship, and at first was believed to have been a *Stockholm* passenger.

Mutual began feeding reports compiled by its New York-owned station, WOR, at 6 a.m. Thursday. Bob Garrity, pilot-newscaster who recently was hired by WOR to report particularly on traffic information, flew out to sea above the *Ile de France* and reported back by shortwave to WOR and Mutual. Mr. Garrity made subsequent trips and reports for the station and the network in the late afternoon and evening.

WOV New York, which specializes in Italian-language programming, maintained continuous broadcasting of news developments in Italian to reassure relatives and friends of *Andrea Doria* passengers. One highlight of its coverage was a ship-to-shore interview with Morris Novik, president of WOV, who was among those rescued from the sinking ship. Another was a tribute to the *Andrea Doria* by Renzo Sacerdoti, WOV staff, who had been a passenger on the maiden voyage of the ship.

ABC's WABC New York remained on the air virtually all night, broadcasting bulletins on the disaster. At 8:55 a.m., the station carried a report by beeper telephone from ABC reporter Al Mann, stationed at Coast Guard headquarters.

WMGM New York's *Happiness Exchange,* featuring Joe Rosenfeld, was on the air when news of the collision was received. The station decided to keep the program on the air all night, broadcasting latest developments. After 3 a.m., the program began receiving calls from relatives and friends of passengers aboard the *Andrea Doria*. Mr. Rosenfeld suggested they come down to the *Happiness Exchange* headquarters where coffee would be made available to them and up-to-the minute news developments provided. Many took advantage of the offer and were interviewed over the air by Mr. Rosenfeld. A WMGM spokesman said some were sent on to WCBS-TV for tv interviews.

WQXR New York, which normally comes on the air at 6 a.m., began broadcasting at 4 a.m. Thursday and carried news bulletins continuously until 11 a.m. Subsequently, the sta-

Quiet Please

On The Air

The Sesac Transcribed Library

(now also available in sections)

The complete program service featuring

A great new Alphabetical and Classified Catalog;

Over 8500 Bridges, Moods, and Themes in over 1400 Categories;

Program notes for each selection;

Scripts that sponsors buy;

And many other program aids.

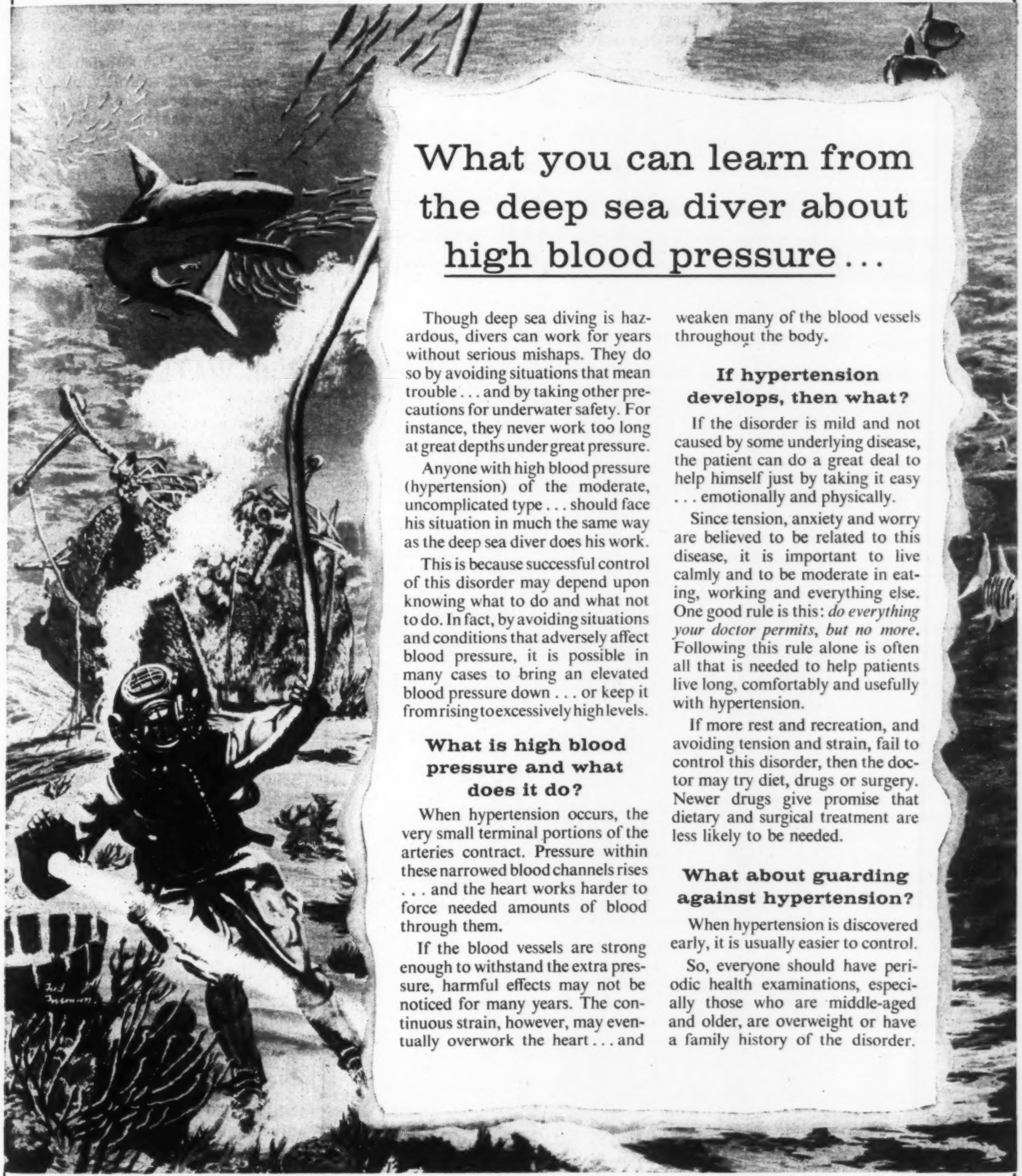
For full information, write, wire, or phone today

SESAC

The Coliseum Tower

10 Columbus Circle New York 19, N. Y.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



What you can learn from the deep sea diver about high blood pressure . . .

Though deep sea diving is hazardous, divers can work for years without serious mishaps. They do so by avoiding situations that mean trouble . . . and by taking other precautions for underwater safety. For instance, they never work too long at great depths under great pressure.

Anyone with high blood pressure (hypertension) of the moderate, uncomplicated type . . . should face his situation in much the same way as the deep sea diver does his work.

This is because successful control of this disorder may depend upon knowing what to do and what not to do. In fact, by avoiding situations and conditions that adversely affect blood pressure, it is possible in many cases to bring an elevated blood pressure down . . . or keep it from rising to excessively high levels.

What is high blood pressure and what does it do?

When hypertension occurs, the very small terminal portions of the arteries contract. Pressure within these narrowed blood channels rises . . . and the heart works harder to force needed amounts of blood through them.

If the blood vessels are strong enough to withstand the extra pressure, harmful effects may not be noticed for many years. The continuous strain, however, may eventually overwork the heart . . . and weaken many of the blood vessels throughout the body.

If hypertension develops, then what?

If the disorder is mild and not caused by some underlying disease, the patient can do a great deal to help himself just by taking it easy . . . emotionally and physically.

Since tension, anxiety and worry are believed to be related to this disease, it is important to live calmly and to be moderate in eating, working and everything else. One good rule is this: *do everything your doctor permits, but no more.* Following this rule alone is often all that is needed to help patients live long, comfortably and usefully with hypertension.

If more rest and recreation, and avoiding tension and strain, fail to control this disorder, then the doctor may try diet, drugs or surgery. Newer drugs give promise that dietary and surgical treatment are less likely to be needed.

What about guarding against hypertension?

When hypertension is discovered early, it is usually easier to control.

So, everyone should have periodic health examinations, especially those who are middle-aged and older, are overweight or have a family history of the disorder.

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Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 Madison Avenue, New York 10, N. Y.

tion maintained a schedule of news of the disaster every half hour.

NBC-TV presented a special 90-minute, on-the-scene report Thursday (5-6:30 p.m. EDT) of the arrival of the *Ile de France* with survivors of the collision. NBC reporters John Rich and Chet Huntley worked with a mobile unit at a pier on the Hudson River interviewing survivors. Earlier in the day, NBC-TV's *Today* carried film footage of the disaster at 9:30 a.m. CBS-TV's *Good Morning with Will Rogers Jr.* (Mon.-Fri., 7-9 a.m. EDT) was alerted to the story of the disaster by Producer James Fleming at 3 a.m. Thursday and arranged for live interviews with families of *Andrea Doria* passengers. Appearances also were made on the program by Walter Lord, author of *A Night to Remember,* which described the *Titanic's* sinking, and Frank Brainard, author on ships who wrote *Famous American Ships.*

ABC-TV's WABC-TV New York presented films of the disaster on a special six-minute program, beginning at 9:42 a.m. The footage was taken by Bill Cooper, cameraman for WJAR-TV Providence, an ABC-TV affiliate, and by INS-Telenews. ABC-TV camera crews later filmed other footage of the wreck and interviews with survivors for presentation on news programs Thursday evening.

WBZ Boston sent News Director Rod McLeish abroad a chartered plane to Nantucket Island, from where he sent hourly reports by beeper phone to WBZ, starting at 7 a.m. These and other recordings, including an eye-witness account of the sinking of the *Andrea Doria,* were supplied by WBZ to other Westinghouse-owned stations.

Philadelphia Mayor Richardson Dilworth, who was aboard the *Andrea Doria* with his wife, was contacted via ship-to-shore telephone by three Philadelphia stations following his rescue by the *Ile de France.* The three—WCAU, WRCV and WIP—recorded the individual interviews for later rebroadcast. The mayor's wife suffered a black eye.

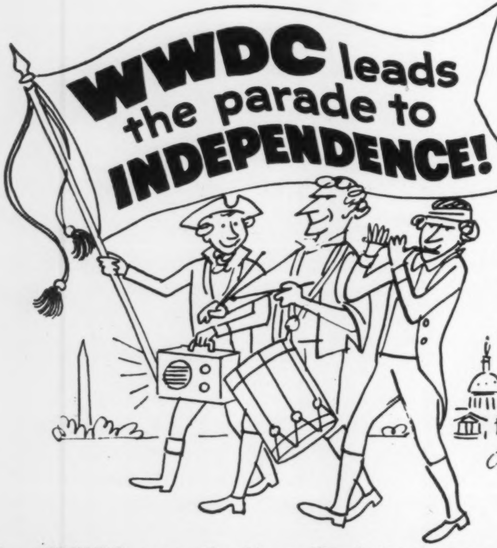
UP Movietone News assigned 12 cameramen to the disaster story, with men sent to points between New York and Boston. By 9:30 p.m. EDT Thursday, the organization had processed 480 feet of cut film and sent it to tv station clients. Gene Broda of Movietone was the pool cameraman who shot the film sequence showing the sinking of the *Andrea Doria.* Special film coverage was provided to the Italian broadcast service, RAI, for distribution to Italian tv outlets.

Media Principals Rescued Following Liners' Collision

MANY individuals prominent in the broadcasting industry were among the approximately 1,130 passengers rescued when the liners *Andrea Doria* and *Stockholm* collided last Wednesday night off Nantucket Island.

Among them were Morris Novik, president of WOV New York and radio consultant, and his wife, who were picked up by the *Ile de France.* They had boarded the *Andrea Doria* at Naples, Italy, after a European vacation.

Others who were rescued included Robert W. Orr of the New York advertising agency bearing his name, and members of his family; George P. Kerr, European manager of Procter & Gamble, and Mrs. Kerr; and Ruth Roman Hall, former wife of Mortimer W. Hall of KLAC Los Angeles, and son Richard Roman Hall.



NOW . . . WWDC paces the big national trend away from network affiliation. Effective August 1, WWDC goes solidly *independent* . . . to *concentrate* on the shows that have long made it *the sales-results station* in the 2-million Washington market. Seven of WWDC's local shows are already in the Top 15 Week-end Daytime Shows*, putting it *first* on Saturdays and Sundays . . . and a *close second* in total over-all daytime audience. WWDC is *first* in out-of-home audience, too . . . delivers 22.6%* out of 17 D. C. area stations . . . beats the second station by almost 2 to 1.

*PULSE: March-April '56

Represented nationally by
John Blair & Co.

WWDC Radio Washington

Westinghouse Sales Meeting Takes Up Local Programming

SALES managers of Westinghouse Broadcasting Co. radio stations met at WBC headquarters in New York last Tuesday and Wednesday for a series of discussions related to the current increase in local programming on company stations in Boston, Cleveland, Fort Wayne, Ind., and Pittsburgh.

A. W. (Bink) Dannenbaum Jr., WBC vice president in charge of sales, presided over the two-day session. Among the speakers were Donald H. McGannon, president; Bill Kaland, national program manager; Perry Bascom, eastern sales manager; M. A. Goldberg, director of research and David E. Partridge, advertising and sales promotion manager.

Station sales managers who attended the meetings were John Stilli, KDKA Pittsburgh; Bill Williamson, WBZ-WBZA Boston-Springfield; John McIntosh, KYW Cleveland; Tom Longworth, WOWO Fort-Wayne and Bob Rudolph, KEX Portland, Ore.

WROL Knoxville to Merge With WATE (TV) That City

MERGER of WROL and WATE (TV) Knoxville, Tenn., was announced last week by W. H. Linebaugh, vice president and general manager of both stations. WROL will be sold to Greater Tennessee Tv Inc., licensee of the ch. 6, NBC, ABC affiliated station, Mr. Linebaugh reported. Transaction involves about $200,000. The am station's call letters will be changed to WATE and the tv station, serving 300,000 tv receivers, will be WATE-TV. WROL, NBC affiliated on 620 kc with 5 kw, is owned by Paul Mountcastle. Both Mr. Mountcastle and Mr. Linebaugh also have 50% voting control of WATE through a voting trust. Mr. Mountcastle is chairman of Life & Casualty Co., owner of WLAC-AM-TV Nashville, Tenn. New studios and offices are being planned to house both radio and television facilities when the transfer is approved by the FCC, the announcement said. No change in management of either station is contemplated, it declared.

WBIR Stations Building

WBIR-TV Knoxville, Tenn., which plans to go on the air early in August, has started construction of a new building to house the am-fm-tv operations. The ch. 10 outlet will be a CBS-TV affiliate with a power of 316 kw emanating from an RCA antenna atop a 700-ft. tower.

The new building is scheduled to be completed around the first of the year and the tv operations will be headquartered at the transmitter site until then.

New Tower for WMBR-TV

NEW 1,000 ft. television tower is under construction at WMBR-TV Jacksonville, Fla., and will provide "greatly increased television service" to rural and urban families in north Florida and south Georgia, it was announced last week by Glenn Marshall Jr., president and general manager of the station.

Mr. Marshall said a new tower purchased recently by the station at a cost of more than $250,000 "will elminate a great deal of what were heretofore 'fringe' areas, and will provide a much clearer picture to thousands of viewers in the WMBR-TV area." He added that the tower, described as the tallest structure on the east coast south of New York, will enable the station to provide remote broadcasts up to a 30-mile radius.

WFIL-TV Philadelphia Begins Local Live Color Programs

WFIL-TV Philadelphia began local live color last Monday on a regular basis with the colorcasting of *Bandstand* (Mon.-Fri., 2:30-5 p.m.), according to General Manager Roger W. Clipp. The ch. 6 ABC affiliate did not reveal its plans until the day of its first local colorcast.

Mr. Clipp said WFIL-TV will colorcast at least one of its local live programs weekly. The station has been transmitting color slides and film since December 1954.

KPTV (TV) Begins Program On Honesty in Advertising

A NEW half-hour program, *Good Afternoon, Madam,* which deals with honesty and integrity in advertising, made its debut July 21 on KPTV (TV) Portland, Ore. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, introduced the first program with a filmed talk.

Idea for the program was conceived by Station Manager F. J. Riordan after he read about Sen. Magnuson's activities regarding the problem [B•T, April 23]. The show is a joint endeavor of KPTV and the Portland Better Business Bureau to show the public how misleading advertising and sales practices are used. The theme is carried out through a series of vignettes directed by Skeets McGrew, the station's production director.

WKNY-TV Kingston, N. Y., 'Temporarily' Shut Down

WKNY-TV Kingston, N. Y., ch. 66, has "temorarily" suspended operations, according to an announcement last week by Joseph K. Close, president of the outlet. WKNY-TV started commercial operations on May 31, 1954 and is affiliated with CBS, NBC and ABC.

In a statement outlining the reasons behind the suspension of operations, Mr. Close said the three networks had worked closely with WKNY-TV to establish good programming, but the station has still not been successful in getting local and national advertisers to show interest in a uhf outlet. However, Mr. Close also said he is working on several plans to permit resumption of operations.

WKNY-AM will continue to operate on 1490 kc with 250 w. It is affiliated with MBS.

Oxarart Replaces Hogan As Continental President

FRANK OXARART, secretary of Continental Telecasting Corp. (KRKD-AM-FM Los Angeles and KITO San Bernardino), has been elected president and member of the board of directors, Albert Zugsmith, chairman of the board, announced last week.

Mr. Oxarart replaces Arthur B. Hogan, who resigned to become president of Hogan Broadcasting Corp., which has purchased KFOX Long Beach, Calif., subject to FCC approval. Ruth Zugsmith replaced Mr. Oxarart as secretary of Continental.

NBC Programs Exclusively On WBUF-TV After Aug. 14

WBUF-TV (ch. 17) Buffalo, N. Y., will go "exclusively NBC" Aug. 14, the station's general manager, Charles C. Bevis Jr., announced last week. Since its purchase by NBC for $312,500 last January [B•T, Jan. 2], NBC programs have been fed to both WBUF-TV and WGR-TV (ch. 2) there. After Aug. 14, WGR-TV will continue to handle both ABC-TV and CBS-TV programming, sharing the latter with WBEN-TV (ch. 4).

In the first seven months of operation as an NBC owned station, WBUF-TV has worked out of separate studio and office facilities. Following completion of a $1.5 million television center later this year, WBUF-TV will have its entire plant located on one three-acre plot. It will include two studios with staging areas, a newsroom, a permanent film library, storage space and executive, sales and operations offices. The station's new tower is 740 ft. high and power will be boosted from the present 148 kw to 500 kw, Mr. Bevis stated.

KMTV (TV) Presents Eight Boxing Matches in Color

KMTV (TV) Omaha, Neb., one of the nation's pioneer stations in the use of color, recently presented eight amateur boxing matches in tinted tv. As part of its promotion of the event, the stations announced locations of tv receivers available to the public and an estimated 180,000 persons viewed the fights.

Reaction was "immediate and unanimous" and business establishments with color sets reported overflow crowds, KMTV reported. The bouts, sponsored by RCA and Best Appliance & Furniture Co. of Omaha, were sanctioned by the Amateur Athletic Union.

Eastern Carolina's
No. 1
TV Station
WNCT*

is pleased to announce
the appointment of

The George P. Hollingbery Co.

as their exclusive
National Sales Representative with
offices in New York, Chicago, Detroit,
Atlanta, San Francisco, Los Angeles,
Seattle, Minneapolis

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF
316,000 watts full time
A Hartwell Campbell Gen Mgr

* First in every minute of every hour, every day—day and night, according to Jan. '56 Pulse.

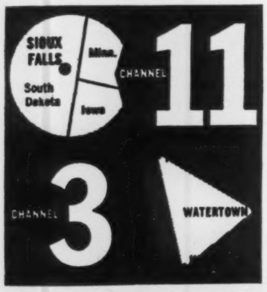
K
E
L
O
SOUTH DAKOTA
MINNESOTA
IOWA

SET YOUR SIGHTS HIGH IN THE 3-STATE MONEY BELT . . .

You sell all you reach in this sales manager's paradise. And you'll reach more than ever with Joe Floyd's new 1,032 ft. tower for KELO TV.

Now KELO beams a picture that reaches a wider market than ever in So. Dakota, Minnesota and Iowa.

Add Joe's neighboring KDLO and you add twice the reach, twice the enthusiastic sell—two big markets for your one buy across the board.



KELO-TV / KDLO-TV

JOE FLOYD, ***President***

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC • ABC • CBS

Gen. Offices Sioux Falls, S. D.

represented by H-R for TV and AM

WDSU-TV COVERS STORMY LOUISIANA LEGISLATURE

ONE of the stormiest sessions in Louisiana legislature's history was brought to tv homes by means of sound film over WDSU-TV New Orleans. For the first time, an Auricon camera was on the state legislature floor at Baton Rouge recording the sight and sound of major controversies for viewers at home.

WDSU-TV News Director Bill Monroe and cameramen Bob Buchanan and Mike Lala set up their camera in front of legislators' desks and at a 45-degree angle from the rostrum, giving a three-quarter shot of speakers without being blocked by the public address system microphone.

They operated in House or Senate, depending on where the liveliest issues were scheduled to be debated. And they also took their camera into numerous committee meetings. No special lights were used, except during the infrequent night sessions.

"The result was one of the most solid outpourings of citizen appreciation WDSU-TV has ever received in eight years of telecasting and public service," said Mr. Monroe.

The WDSU-TV coverage began in the third week of the eight-week session as the tax raises began to come up for committee hearings. After that, the camera monitored the proceedings daily, followed the governor as he walked about the legislative chambers talking to lawmakers, recorded the vigorous appeals he made to joint sessions, watched the debates on a dozen major issues to produce carefully impartial pro-and-con segments for viewers at home.

There were only two occasions when television's right to cover the legislature was threatened. Once a sergeant-at-arms told the cameraman that he could not set up to cover a gubernatorial address to the legislature—governor's order, he said.

The entire press corps covering the Louisiana House, including wire service, newspaper and radio men, went to the governor's office to make a protest. A number of legislators began to organize a movement to make an issue of the threat to tv coverage. But, after learning that no lights were involved and after conferring with advisers, Governor Long changed his mind and withdrew his order.

On another occasion a representative said he was going to introduce a resolution to ban television. The resolution, however, never materialized.

WDSU-TV's coverage cost $500 a week in excess of regular news costs for film, film processing, personnel overtime and commuting expenses to Baton Rouge 90 miles away. By sending film clips to New Orleans via bus, the station was able to present sound coverage of legislative debates up to 2 p.m. on its 6:45 p.m. *Esso Reporter* show and the late afternoon debates on the 11 p.m. *World Tonight* newscast.

Two Baton Rouge tv stations—WAFB-TV and WBRZ (TV)—covered the legislature by silent film, bringing in sound cameras on one or two occasions to shoot speeches by the governor, and WJBO Baton Rouge broadcast large segments of the floor proceedings day by day, either live or taped.

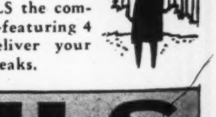
Powell Resigns as Director Of WRUF Following 26 Years

GARLAND POWELL, director of the U. of Florida's WRUF Gainesville for 26 years, has been retired by the board of control at his own request, effective Nov. 1. He was designated director emeritus in recognition of his long service.

Mr. Powell is widely known for his many activities both in broadcasting and other endeavors. Among these, he was advisor to the North American Regional Broadcast Conference in Washington in 1950 and president of the Associated Press Radio Broadcasters in 1952.

Forjoe Appoints Haddix

CHARLES E. HADDIX, for six years San Francisco sales manager of KLX Oakland, Calif., has been named general manager of the San Francisco office of Forjoe & Co. and Forjoe-Tv Inc., it was announced last week by Lawrence B. Krasner, vice president and general manager of the representative firms' west coast operations. Appointment is effective Aug. 1. Mr. Haddix also has represented Tracy Moore and Assoc. in San Francisco for the past year.



NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS

Where local "know-how" delivers the local touch

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

Hurleigh to Supervise WGMS-AM-FM Operations

ROBERT F. HURLEIGH, director of Washington operations for MBS, will add the additional duties of supervising the operations of WGMS-AM-FM Washington, it was announced last week by the New York office of RKO Teleradio, parent firm of Mutual and WGMS.

MR. HURLEIGH

Mr. Hurleigh is moderator of the weekly Mutual program, *Reporters Roundup*. He entered radio with WOL Washington and subsequently served with various stations, CBS and the Associated Press before joining Mutual. He is founder and past president of the Chicago Press Club.

RKO Teleradio received FCC approval for its purchase of WGMS-AM-FM July 19 from Good Music Stations Inc. for $400,000 [B•T, July 23].

Under the contract, M. Robert Rogers, former WGMS president, and his wife, Teresa, ex-WGMS manager, continue as active consultants to RKO and Mutual at an annual $30,000 retainer. They will work on development of an fm good music network proposed by the new owners, with WGMS-FM as program headquarters. The am outlet will lean toward a "middle-hair" level.

Mr. Rogers will go on a temporary leave in a week or so to become director of a new independent committee supporting President Eisenhower in the coming campaign.

Herluf Provenson, formerly of WRC Washington, becomes program director of WGMS under the new regime.

WGTH Hartford Now WPOP

CALL LETTERS of WGTH Hartford, recently acquired by Tele-Broadcasters Inc. from General Teleradio Inc., have been changed to WPOP, it was announced last week. Philip Zoppi has been named commercial manager of the station, which will carry programming from ABC, Mutual and the Yankee networks.

King Takes DJ Title

WBML Macon, Ga., disc jockey Don King today claims the world marathon record for continuous broadcasting: 125 hours.

The 25-year-old Mr. King began his platter-chatter derby at 6 p.m., July 20 and continued for the next five days and nights. He finished 11 p.m. Thursday.

Retail merchants in Macon were quick to take advantage of the public interest in the marathon, keeping the WBML sales department busy with timebuying requests.

Mr. King's record tops that of Ed Sullivan, manager of KSET El Paso, Tex., by 35 minutes. Mr. Sullivan a fortnight ago completed a marathon that lasted 122 hours, 25 minutes and 13 seconds [B•T, July 23].

Advertisement

From where I sit
by Joe Marsh

"Keep the Change"

If you've seen "Mac" Johnson this week, chances are he's told you his waitress story. For those who haven't heard:

"Mac" recently stopped at an out-of-town diner. He ordered the chef's special—and his waitress (brand-new on the job) made every possible mistake. She confused the order, spilled the soup, dropped the rolls, brought him a wrong dessert.

Despite it all, "Mac" left a substantial tip. But she smiled and handed the money back. "Keep it, Mister—you've sure earned it more than I have," she said.

From where I sit, that girl deserves credit for admitting her shortcomings—something not everyone is big enough to do. For instance, I'm convinced lots of folks know they're wrong when they deny me the right to a glass of beer with my supper . . . just because they happen to prefer some other beverage. They wouldn't like me ordering them to accept my choice.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

KWFC Hot Springs Names Willis General Manager

STEPHEN P. WILLIS, a veteran of 25 years in radio, has been named general manager of KWFC Hot Springs, Ark., according to President Walter E. Hussman. C. J. Dickson, station manager, will continue in that position.

From 1940-52, Mr. Willis was owner-general manager of WJNO West Palm Beach, Fla., and before that was general manager of WPRO Providence, R. I., and WSBT South Bend, Ind. For the past four years, he has been owner of the Ford dealership in Plymouth, Ind.

KWFC recently boosted its power to 1 kw and is affiliated with ABC and Mutual.

WSRW Now Broadcasting

WSRW Hillsboro, Ohio, is now on the air with 500 w at 1590 kc. The daytimer is owned and managed by David Winslow. Other officers include Joe Klarke, commercial manager; Bob Hanger, news and program director, and Dolores A. Barrett, women's activities director.

KOTA-TV Power to 75 Kw

KOTA-TV Rapid City, S. D., President Helen S. Duhamel has anonunced that the station will boost its power to 75 kw, effective Sept. 1. The increase is being made possible with a new Standard Electronics 25 kw transmitter and use of a three-bay antenna.

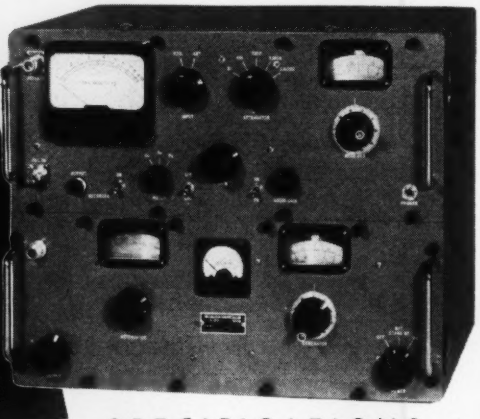
KLAS-TV Power to 55 Kw

KLAS-TV Las Vegas, Nev., celebrated its third anniversary July 13 with a power boost to 55 kw and a special birthday telecast featuring local dignitaries. Bert Lown, CBS-TV western manager of station relations, threw the switch which placed the CBS affiliate on increased power.

STEPHEN P. WILLIS (r), new general manager of KWFC Hot Springs, Ark., receives congratulations from C. J. Dickson (l), who remains as station manager, and President Walter E. Hussman.

NBC Sales Promotes Fuerst

GEORGE FUERST, tv spot sales manager in NBC Spot Sales' San Francisco office, has been named to the newly created post of NBC Spot Sales Western Div. radio sales manager, it was announced last week by George S. Dietrich, director of Radio Spot Sales. Mr. Dietrich also said that Ed McCauley had been transferred from Radio Spot Sales to Tv Spot Sales in San Francisco.



107-A
TEST SET
and
FIELD
INTENSITY
METER

The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER

● Input Impedance	51 ohms
● I.F. Frequency	21.4 MC
● I.F. Bandwidth	300 KC
● Sensitivity at input term. as a voltmeter	1.0 uv
Field Strength at 54 MC	1.6 uv/m
Field Strength at 240 MC	6.5 uv/m
● Max. input using external pad supplied	10.0 V
Field Strength at 54 MC	16.0 V/M
Field Strength at 240 MC	65.0 V/M
● Output Indicator	Panel meter (approx. Logarithmic scale)

● Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

● Output	1.0 uv to 0.1 V
● Output Impedance	51 ohms

POWER REQUIREMENTS

● 117 volt a-c, 50-400 cycle	60 watts—or
● 6 volt, d-c	8 amperes

NEMS CLARKE
Incorporated
919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND
For further information write Dept. P-1

REPRESENTATIVE APPOINTMENTS

WHUM-AM-TV Reading, Pa., appoint Weed & Co., N. Y.

WJBW New Orleans names Robert S. Keller Inc., N. Y., for national sales.

KQUE Albuquerque and **KRSN Los Alamos** (Sunshine Broadcasting Co.), both N. M., to Devney & Co., N. Y.

KWIZ Santa Ana, Calif., names W. S. Grant Co., San Francisco, national representative. **KBOX Modesta, Calif.,** also to Grant.

KOVR-TV San Francisco names Frank King & Co., L. A. and San Francisco, for California sales.

REPRESENTATIVE SHORTS

Peters, Griffin, Woodward Inc., N. Y., has retained Robert W. Bloch, N. Y. public relations firm, as consultant and for special project assignments.

CBS Radio Spot Sales office in Atlanta moved to new quarters at 805 Peachtree St., N. E.

STATION SHORT

WDVA Danville, Va., has put into operation new 40 w mobile transmitter for spot news reporting. City Manager T. Edward Temple inaugurated service from steps of Municipal Bldg. July 19.

KWK-TV St. Louis appoints Plessner & Johnson Inc., St. Louis advertising agency for campaign in newspaper, outdoor and trade publications.

STATION PEOPLE

Earl Jay Watson, vice president of KOVR-TV San Francisco, named sales manager of station.

William A. Vaughn, WGEM-TV Quincy, Ill., to WIST Charlotte, N. C., as assistant managing director.

Bob Edell appointed promotion manager of WGBS-TV Miami, Fla.

Jim Brown, account executive, KFUO San Francisco, appointed assistant commercial manager.

Wayne Anderson, formerly publicity director, WSB-AM-TV Atlanta, Ga., to WFMY-TV Greensboro, N. C., as promotion director.

James W. Evans, sales promotion and merchandising manager of WNHC-TV New Haven, Conn., to WXEX-TV Petersburg-Richmond, Va., in same capacity.

Virginia Lee, Shattuck, Clifford & McMillan Adv. Agency, Boston, to KEYT (TV) Santa Barbara, Calif., as manager of promotion and advertising.

MR. HOOVER

Tom Hoover, general manager of KTIL Tillamook, Ore., and former Portland, Ore., radio personality, to KPOJ there as program director. **Arthur Sipherd Jr.,** special events director and chief announcer, KCMJ Palm Springs, Calif., promoted to program director. **Bobby Peters,** musician, to WBAP-FM Fort Worth, Tex., as program director.

George Faust, vice president in charge of sales, Roland Reed Productions, and formerly account executive with KNXT (TV) Hollywood, rejoining station and CBS Tv Pacific Network in that capacity.

Bob Franklin, program director, KGW Portland, Ore., named head of expanded news and special events department. **Jack Moys,** program director, KPOJ Portland, to KGW in same position. **Hank Norton,** KGW continuity head, named promotion and publicity director succeeding **David Strauss,** resigned to join KEX Portland as publicity director and promotion assistant.

Howard E. Becker, sales manager, KWG Stockton, Calif., to sales staff of KGDM there. **John Mackenzie,** farm director of McClatchy Broadcasting Co. stations, to KDGM as news and farm service director. **Marilyn Asay** to KGDM as traffic manager and **Mrs. Gladys Cammack** to station bookkeeper.

Thomas J. Gavagan, news bureau director, John Carroll U., to KYW-AM-FM-TV Cleveland as publicity director succeeding **Jack Hanrahan,** transferred to announcing staff.

Earl Wennergren to KLZ-AM-TV Denver as publicity director, succeeding **Bill Day,** resigned.

Knox Manning, radio veteran who has been ill for year, returned to field as director of news and special events, KDAY Santa Monica, Calif. He formerly was with MBS.

Greg Olberding, formerly publicity director at WLW and WLWT (TV) Cincinnati, to publicity manager at WKRC-AM-TV same city, succeeding **Don Edgemon,** resigned to join WBZ-TV Boston.

John Anthony Deegan, WSRS Cleveland, to head news staff of WLWC (TV) Columbus, Ohio. **Fred Hohl,** tv director, Patten-Johnson Adv. Agency, Amarillo, Tex., to WLWC talent staff.

Jim Williams, WCMA Corinth, Miss., to WDXL Lexington, Tenn., as disc personality. **Neal Jones,** country music personality and recording artist, to WDXL for daily show.

FRED LYONS (c) receives a mounted head of "Spotsie" from Ed Jameson, director of tv sales, as the top radio salesman for NBC Spot Sales during June [B•T, July 23]. In addition, Mr. Lyons received $650 and his secretary, Sue Morehouse, was awarded a stuffed tiger. The top tv salesman for June was Russell Stebbins. Contests also are being held in July and August under the title "Summer Sales Safari." Mr. Lyons has been appointed manager of central division radio spot sales for the network in Chicago.

GOVERNMENT and civic leaders were represented at ground-breaking ceremonies for WISN-AM-TV Milwaukee's new $1.25 million Communications Center a fortnight ago [B•T, July 23]. Taking part in ceremonies are (l to r) Lester Olsen, president of Milwaukee Assn. of Commerce; Mayor Frank P. Zeidler; John B. Soell, manager of WISN and WISN-TV; FCC Comr. John C. Doerfer, and D. L. (Tony) Provost, vice president in charge of radio-television division of Hearst Corp., which owns the stations. WISN-AM-TV plans to be in operation from the building by February 1957.

John Jennings, KCRG-TV Cedar Rapids, Iowa, to KARD-TV Wichita, Kan.

Ralph Polson, WICA Ashtabula, Ohio, to news staff of WSRS Cleveland.

Susie Davis, journalism student, Tex. State College for Women, to publicity-promotion department, WBAP-AM-FM-TV Fort Worth, Tex.

John P. Bosch, maintenance director, *Philadelphia Bulletin* color plant, to WCAU-AM-FM-TV Philadelphia as superintendent of building maintenance and services.

Saul Stockman and **Garry Walsh,** both of Boston, to announcing staff of WCCC Hartford, Conn. **Pauline Trainor** to operations staff. **Bob Fox** to sales staff and **Paul Bordanaro** to traffic department.

Chuck Johnson, disc jockey, news and sports director, WRIV Riverhead, N. Y., to WNHC New Haven, Conn.

George E. Ouellette Jr., chief announcer, WLAM Lewiston, Me., to WMTW (TV) Poland Spring, Me., as announcer-director. **Mary Mortimer** of White Plains, N. Y., to WMTW as assistant continuity editor.

Grady E. Jensen, former business manager, WABC-TV New York, to director of planning and procedures, New York U. business affairs department.

Aileen Trede, program director, WJLD and WJLN (FM) Birmingham, Ala., to WSGN there as traffic director and continuity supervisor. **Dick Bennick,** program director, WILD Birmingham, to WSGN as disc jockey, and **Neal Miller,** disc jockey-announcer, WLBS Birmingham, to WSGN in same capacity.

Dick Leonard, Denver radio newsman, to KCBS San Francisco.

Eddie Newman, disc jockey, WDAS Philadelphia, to WIP there.

George Winters, WCKY Cincinnati, to WSAI there as staff announcer.

Charles R. Carner, formerly editor-publisher of Southwest Messenger Press Publications (weekly newspaper chain in Cook County, Illinois), to public relations department of WGN-AM-TV Chicago as special assignment writer.

Frances Mary Louth, Doylestown, Ohio, high school student, working parttime at WGAR Cleveland as winner of Western Reserve U.-WGAR Speech Tournament which awards scholarship and radio job.

Graduates of Northwest Radio & Television School, Washington, Chicago, Hollywood and Portland, Ore., who have taken station positions: **Carlene Miller** to WGNS Murfreesboro, Tenn., as announcer-copywriter; **Norman Norton** to KRWC Forest Grove, Ore., announcer-engineer; **Richard Bertolin** to KVIP-TV Redding, Calif., head of film department; **Pete Ryan** to KUBE Pendleton, Ore., announcer; **Rudy Vsetecka** to KWRC Pendleton, Ore., announcer; **George Skinner** to KGGM-TV Albuquerque, N. M., cameraman; **James Bertis** to KULE Ephrata, Wash., time salesman; **C. S.**

NORMAN S. ALMONY, director of sales marketing for the National Brewing Co. (National Bohemian beer), Baltimore, signs for sponsorship the next three years of Washington Nationals baseball games on WTTG (TV) Washington. Taking part are Herbert D. Fried (l), vice president, W. B. Doner advertising agency, Baltimore, and WTTG general manager Leslie G. Arries Jr. The station has been televising the Nats games since 1947.

WESO Does Something

AFTER giving an on-the-scene report of an automobile crash in which two girls were orphaned, Joe Capillo, news editor of WESO Southbridge, Mass., asked his boss, Vice President-General Manager Joe Amaturo, if "we couldn't do something for the kids?"

The 500 w daytimer immediately began to "do something" and raised over $8,000 from 13,000 contributors. Money continued to roll in long after the drive officially ended. Over 400 contributors were interviewed on the air while the 19½-hour campaign was in progress. Many of the givers were children who donated the contents of their piggy banks.

The orphaned girls are Sandra (13) and Diane (8) Johnson. Their parents and a sister and brother were killed in the crash.

Churchman to KRIV Camas, Wash., time salesman; **Russell Hawkes** to WNBF-TV Binghamton, N. Y., cameraman; **Edna Swab** to KOOK-TV Billings, Mont., continuity and sales; **Anna M. Faulkner** to WCYB-TV Bristol, Va., floor.

Carl Hebenstreit, KGMB-TV Honolulu personality, married to dancer Johnny Frisbie, July 21.

Barbara Bridges, secretary, publicity department, WEEI Boston, married to Roger Preston of Braintree, Mass.

Wally Mullinax, disc jockey, WESC Greenville, S. C., father of boy, Wally Aiken Jr. **Earl Baughman,** WESC personality, father of boy, John Earl.

Ed Penney, program manager, WTAO Boston, father of girl, Linda. **Perry J. Brown,** sales manager, father of boy, Ronald.

Bob Hawkins, technical director, KERO-TV Bakersfield, Calif., father of boy.

Robert Hoyt, news director at WSBT-AM-TV South Bend, Ind., father of girl, Karen JoAnne, July 11.

Chester R. Cooper, production-operations manager, WFIL-TV Philadelphia, father of boy, Chester Russel Jr.

Gene Milner, program m.c., WIP Philadelphia, father of girl, Cheryl Leigh.

Dick Palmquist, announcer, WOW-TV Omaha, father of girl, Laurie.

Aaron Hanger, 46, account executive with WOV New York since 1941, died July 24 at Manhattan's Veteran's Hospital after nearly year's illness.

Norris Heineman, 25, production director, education station KUON-TV Lincoln, Neb., died July 13 after one-month illness.

William Grant, president - general manager, KOA-AM-FM-TV Denver, to serve as state chairman for 1957 Heart Fund drive of Colo. Heart Assn.

George A. Koehler, station manager, WFIL-AM-TV, named to board of governors of Heart Assn. of Southeastern Pennsylvania.

Herb Comstock, manager of KAVL Lancaster, Calif., elected president of Lancaster Chamber of Commerce.

AGENCY-CLIENT
CONFERENCE ROOM
DO NOT DISTURB!

Now They're Talking About 10!

Fall — Winter campaigns for '56 — '57 are being planned right now in every advertising agency in the country. WJAR-TV is an important part of those plans because ad men know from experience that Channel 10 delivers southeast New England like nothing else can.

Don't miss your share of this great market.

Represented nationally by
WEED Television

NBC

NBC Basic — ABC Supplementary

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

GE Color Television Used in Missile Test

GENERAL DETAILS were released by General Electric Co. last week about a test hailed as the "first successful demonstration of closed-circuit color television to observe firing of ballistic missiles."

News of the demonstration was announced by Paul L. Chamberlain, general manager of GE's broadcast equipment section in Syracuse, who said that for security reasons specific details could not be released. He disclosed that the color demonstration, held recently at U. S. Army facilities at the Missile Test Center at Cape Canaveral, Fla., afforded Army observers "a close-up view for the first time of actual variations in flash and flame at the launching of a Redstone Missile."

Mr. Chamberlain said that remote-controlled cameras used during the demonstration were standard, field-sequential closed-circuit color equipment devoped by GE television engineers at Electronics Park in Syracuse. Observers viewed the firings on monitors similar to, but of higher quality than, home-type receivers, according to Mr. Chamberlain.

Though the firing was viewed from a distance of 300 ft. and on home-size screen, Mr. Chamberlain pointed out, it is feasible to view such events from thousands of miles and on large, theatre-size screens. He claimed that prior to the GE demonstration, Army observers had to view missile firing through narrow tinted-glass ports, or at extreme distances with the aid of telescopes, movie cameras or complicated transits. He said that tinted glass distorted true colors of the flash, while use of the other devices was limited by weather and atmospheric conditions.

During the demonstration, Mr. Chamberlain reported, color tv cameras were mounted atop a concrete blockhouse about 300 feet from the launching platform, and were focused on the Redstone's tail section. Describing the missile launching, Mr. Chamberlain said the predawn darkness was "suddenly lighted by a brilliant flash, brighter than the noon-day sun." Despite the extremes in light variation, he continued, color reception was "excellent, with great stability, true color and no noticeable sonic vibration."

Hoffman Electronics' Profits Rise 87% First Half of '56

NET PROFIT of Hoffman Electronics Corp. for the first six months of 1956 increased 87% over the first six months of 1955, H. Leslie Hoffman, president, announced Thursday. In a report to shareholders he said that sales for the half-year ended June 30, 1956, were $22,875,561, an increase of 31% over the $17,354,339 for the similar period of 1955. Profits for the period, after provision for federal income taxes, were $783,972 or $1.07 per share on the 727,375 common shares outstanding. This compared with earnings of $419,179 or 57 cents per share on the present number of shares outstanding for the first half of 1955.

Mr. Hoffman told shareholders that at the present time the company's position and outlook are as good as at any time in the past. He said the present situation indicated that sales and profits during the last six months of 1956 will exceed those of the first six months. He reported that orders received for television receivers at the annual showing of new merchandise in June were substantially higher than in 1955. Ten new distributors have recently been added by the company, he said.

Loxterman, Pottmeyer Promoted at Blaw-Knox

TWO EXECUTIVES of the Blaw-Knox Equipment Div. (transmission towers), Blaw-Knox Co., Pittsburgh, have been promoted, according to A. H. Jackson, division vice president and general manager.

H. R. Loxterman, assistant general sales manager, succeeds Arthur A. Levison as general sales manager. Mr. Levison has been transferred to the Fabricated Products Group. Mr. Loxterman has been with Blaw-Knox since 1930 and was made assistant general sales manager in 1952.

MR. LOXTERMAN

MR. POTTMEYER

Edward W. Pottmeyer, who has served in a variety of engineering capacities since joining the company in 1927, has been named manager of engineering and development. He succeeds Mr. Jackson, who recently was promoted to his present position.

Blaw-Knox Sales Increase

BLAW-KNOX Co., Pittsburgh, reported net income of $3,557,972 or $2.27 per share for the first six months of 1956. Total sales were $78 million. In the corresponding period of 1955, net income amounted to $968,740 or 62 cents per share on sales of $48 million. Second quarter 1956 results show net income of $2,137,930 ($1.37 per share) on sales of $40 million, compared with earnings of $826,763 (53 cents per share) on sales of $30 million for the same period last year.

Packard-Bell Sales Up

SALES of Packard-Bell Co., tv, radio and electronics firm, increased 29% during the nine months ending June 30, it was announced last week by Robert S. Bell, executive vice president and general manager. A total of $19,663,788 in sales was realized during the period, as compared to $15,267,973 for the same 1954-55 period.

Radiotelephony Pioneer Dead

CARL R. ENGLUND, 71, retired member of the Bell Telephone Labs, Holmdel, N. J., who was recognized as an expert in radiotelephony, died July 22 at his home in Fullerton, Calif. He was credited with having contributed to the development of ship-to-shore and long-wave trans-Atlantic radiotelephony.

As early as 1914, Mr. Englund is said to have pointed to the existence of side bands in radio transmission. His contributions to the technique of radio field strength measurements and propagation of ultra-short waves also are considered fundamental.

Shipments of Radio Sets Increased by 25% Over '55

SHIPMENTS of radio receivers from factories to dealers for the first five months of 1956 increased 25% over last year, according to Radio-Electronics-Tv Mfrs. Assn. (auto radios not included).

Five-month shipments this year totaled 2,472,395 sets compared to 1,973,425 in the same 1955 period. May shipments totaled 551,712 sets, an increase of 39% over May of last year when they totaled 395,942 units and April's 449,810 units.

Five-month shipments of radio sets from factories to dealers follow, by states:

State	Total	State	Total
Ala.	30,617	Neb.	16,199
Ariz.	15,375	Nev.	3,407
Ark.	13,301	N. H.	8,298
Calif.	249,720	N. J.	92,605
Colo.	18,700	N. M.	8,374
Conn.	39,707	N. Y.	399,760
Del.	4,733	N. C.	37,148
D. C.	21,437	N. D.	6,509
Fla.	46,046	Ohio	141,601
Ga.	36,637	Okla.	19,442
Ida.	5,300	Ore.	21,596
Ill.	198,704	Pa.	174,324
Ind.	45,947	R. I.	15,835
Ia.	24,878	S. C.	15,324
Kan.	19,879	S. D.	6,409
Ky.	35,362	Tenn.	30,518
La.	32,984	Tex.	107,675
Me.	12,532	Utah	8,479
Md.	39,263	Vt.	4,966
Mass.	98,388	Va.	36,387
Mich.	107,025	Wash.	36,580
Minn.	35,492	W. Va.	15,706
Miss.	13,987	Wis.	48,283
Mo.	54,881	Wyo.	3,331
Mont.	7,516		
		GRAND TOTAL	2,472,395

TV in Fresno-
the big inland California
market—means
KMJ•TV
•Best local programs
•Basic NBC-TV affiliate

KMJ-TV

Paul H. Raymer Co., National Representative

DuMont New Model Releases Planned on Year-Round Basis

UNDER a new merchandising policy instituted by the television receiver division of Allen B. DuMont Labs., company tv receivers, radios and high fidelity units will be introduced periodically throughout the year instead of following the industry custom of holding them for mass introduction.

The policy was announced last week by William C. Scales, sales manager of the division, who said it "will make for greater flexibility, enabling DuMont to supply the right merchandise at the right time to meet consumer and dealer demands." He said the company also will withdraw individual models during the year to meet market conditions. Mr. Scales indicated that DuMont would continue to have showings for distributors in June of each year, with the largest number of new models introduced at that time.

Gates To Show 'Autostation' At NARTB, IRE Conferences

GATES RADIO Co., Quincy, Ill., plans to demonstrate its new "Autostation" radio programming system at NARTB regional conferences and meetings of the Institute of Radio Engineers this year.

The automatic production-playback units will be shown at NARTB meetings starting next September. Number of initial models to be produced will be geared to demand in the months ahead, it was reported. The system incorporates special recording facilities developed by Magnecord Inc.

It differs from other automatic radio systems essentially in the capacity for integration with network programs as well as taped announcements and the inclusion of a Seeburg 100-disc record changer assembly, with up to as many as 12 hours of complete, continuous unattended programming [B•T, July 23].

MANUFACTURING SHORTS

General Electric Co., Schenectady, reports it has shipped 35 kw transmitter to WCYB-TV Bristol, Va. (ch. 5), and three-bay antenna to KOTI (TV) Klamath Falls, Ore. (ch. 2), and has received order for a 20 kw transmitter to be shipped to KVIP (TV) Redding, Calif. (ch. 7).

Prodelin Inc., Kearny, N. J., producing G-Line, single wire surface wave transmission line assembly designed to eliminate coaxial line and wave guide in low power microwave and standard television broadcasting.

General Precision Laboratory, Pleasantville, N. Y., marketing new pulse distribution amplifier which firm says provides greater output voltage, more rapid pulse rise and more complete pulse clipping than other models. Unit, Model PA-1004, is designed for sync distribution requirements of multiple camera chain installations in broadcast tv operations and can be used for both color and monochrome signals. Firm also announces new, compact video distribution amplifier, Model PA-1002, for use in distribution and transmission of video signals, both color and monochrome, within broadcast stations and equipment design laboratories. Unit is capable of any number of outputs from common input signal source, all isolated from input.

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
Basic
NBC Affiliate
WOC
5,000 W 1420 Kc

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

MANUFACTURING PEOPLE

Morgan A. Gunst Jr., product manager, Chromatic Television Laboratories Inc. (color tv, radar development affiliate of Paramount Pictures), named vice president and general manager of firm's west coast development laboratory in Emeryville, Calif.

MR. SNYDER

Ross H. Snyder, manager of theatre equipment and custom products sales, audio division of Ampex Corp., Redwood City, Calif., named to additional duties as manager of new video sales section, set up to handle Ampex Videotape recorder. **Walter D. Goldsmith,** audio custom products, to video sales in charge of customer relations. **Charles P. Ginsberg,** project engineer for development of Videotape recorder, appointed chief engineer of new video engineering department, with **Charles E. Anderson** as senior project engineer of department. **Russell J. Tinkham,** manager, audio marketing department, named manager of audio custom engineering.

Allan A. Ogilvie, manufacturing vice president, Remler Co. (radio, communications equipment), San Francisco, elected vice president of Hancock Electronics Corp. (closed circuit tv equipment), Redwood City, Calif.

Samuel J. McDonald, northeastern district manager of distributor sales, electronic products, Sylvania Electric Products Inc., Woburn, Mass., transferred to N. Y. headquarters as eastern regional manager for distributor sales of electronic products sales department. **John Pomeroy,** Sylvania mid-eastern district sales manager in Pittsburgh, to southern California district manager of electronic products distributor sales, L. A. **Jerome R. Steen,** manager of quality control for radio and television division, Sylvania, Buffalo, appointed quality manager, semiconductors, of electronics division in Woburn, Mass.

Floyd S. Anderson, former Washington, D. C., district sales manager for General Electric Co.'s radio-tv department, and **Robert P. Fisher,** Phila. district sales manager, named to head GE's new tube and electronic components district sales office in Philadelphia. Mr. Anderson will serve as district sales manager for southeast Pennsylvania, southern New Jersey, eastern Maryland and Delaware (Phila., Atlantic City, Wilmington, Trenton and Salisbury), and Mr. Fisher will handle Allentown, Harrisburg, Reading, Scranton, Wilkes-Barre and Williamsport area. John E. McElfrish, distributor sales specialist in tubes sales for General Electric Co., Schenectady, since 1955, appointed to newly-created GE post of district sales manager for tubes and other electronic components in Lansing, Mich.

Lyle O. Keys, television transmitter department, Allen B. DuMont Labs, to Visual Electronics Corp. (microwave technical broadcast equipment), N. Y., as territorial representative for northwest area, headquartering in Denver.

Wynne Stewart, Dallas, Tex., district manager, Dage Television Div. of Thompson Products Inc. (closed circuit tv equipment), Michigan City, Ind., promoted to assistant sales manager in charge of equipment demonstrations.

SAG Moves To Collect Actors' Residual Pay

A DRIVE to collect delinquent residual payments due actors from tv entertainment films was started by the Screen Actors Guild in Hollywood Thursday with the announcement that SAG is taking legal action against Telemount Pictures Inc., headed by Henry B. Donovan. SAG said "this is the opening of a guild campaign to bring delinquent producers into line."

The guild said, however, that only 5% of residual payments from tv are in the delinquent class. SAG said that since the first residual payments were made in 1954, the guild has distributed to members the sum of $1,408,404 in residuals from tv films up until the end of June of this year. In the month of June itself, SAG distributed tv residuals totaling $169,327 and in the eight months since the start of the guild's fiscal year, Nov. 1, 1955, residuals totaling $666,770 have been distributed.

SAG said that "while the rate of residual collection in a field as complicated and difficult to police as that of television entertainment films is very high, the guild is determined to do everything within its power to make it even better. . . . Most of the (delinquent) money is due on telefilm series that have gotten into financial difficulties . . . most producers [of which] are making diligent efforts to pay the residuals due actors. The guild has determined to crack down on those who owe residuals and seemingly don't care about their just obligations to the actors."

SAG said Telemount Pictures is the first producer against whom the guild is launching legal action. Series involved is *Cowboy G-Men.* SAG said "other delinquent producers are being thoroughly investigated and legal action against them may be taken."

SAG said it also has distributed $150,000 to actors on post-Aug. 1, 1948 theatrical films released to tv "and in addition there are millions of dollars paid directly to actors for use payments on film television commercials."

KLRJ-TV Dispute Dropped

A COMPLAINT of unfair labor practice filed by NABET against KLRJ-TV Las Vegas, has been dismissed by NLRB Regional Director Louis Penfield on grounds of insufficient evidence. NABET charged the station with refusing to pay scale plus violation of several fringe benefits after employes voted to accept the union.

IBEW, KHJ-TV Sign Pact

A NEW contract between IBEW and KHJ-TV Los Angeles covering stagecraft technicians was signed last week giving $5 across-the-board raises in various categories, retroactive to May 1. The two-year agreement also provides for another raise of about $5 next May and for three-week vacations with four weeks after five years of employment.

Read Secures Injunction

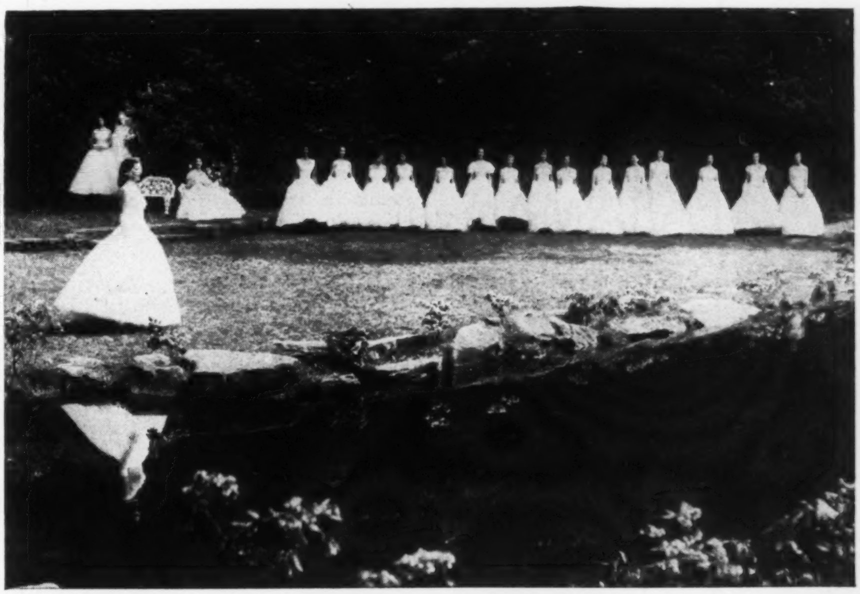
CECIL READ, rebel leader at Hollywood Local 47 of the American Federation of Musicians, last week won an injunction in Los Angeles Superior Court which stayed his suspension from AFM membership pending formal court trial of the AFM expulsion edict. Mr. Read earlier led a revolt within Local 47 against AFM President James C. Petrillo's music performance trust fund policies but was disciplined and ordered suspended for one year. The court injunction protects his right to work but does not restore his right to hold office or attend business meetings.

Radio, Tv to Play Big Part In Slum Clearance Campaign

THE urgent need for slum clearance and area improvement will shortly be driven home to nationwide radio-tv audiences by the American Council to Improve Our Neighborhoods in an all-media campaign estimated at "at least $2 million" in time, space, talent and production costs.

ACTION, a private, non-profit organization, which last year conducted a $1 million campaign, this year will double its efforts in a two-point program to conserve and rehabilitate existing homes and neighborhoods while eliminating slum conditions. Details of the 1956 drive were spelled out last week by spokesmen for the organization and its two co-operating organizations, The Advertising Council, and Young & Rubicam, ACTION's volunteer agency.

Though James E. Lash, executive vice president of ACTION, and Louis N. Brockway, board chairman of The Advertising Council and Y&R executive vice president, both declined to specify how much of the campaign will be in various media, it was understood that 45 to 50% of the effort will be devoted to radio-tv. Transfilm's "Man of Action," a 13-minute, 16 mm film "sponsored" by the Continental Can Co., will be made available free to tv stations through Association Films Inc., San Francisco, Dallas, LaGrange, Ill., and Ridgefield, N. J. Also available through The Advertising Council will be 10, 20 and 60-second tv spot announcements, slides, radio spot announcements of varying lengths, tv film cards and fact sheets for "ad lib" commentary.



Showmanship with that KENTUCKY FLAIR!

Here are twenty beautiful Kentucky coeds—all competing for the Queen's crown of Laurel at the colorful Mountain Laurel Festival in Pineville. . .

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the finest in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: *WAVE-TV has 66% greater coverage than the second Louisville station* because it has low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky . . . in 1948. Its experienced staff has the know-how to make your programs—*and your commercials*—sell!

**ARB Louisville, Feb., 1956*

**Metropolitan ARB, March, 1956*

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

CHANNEL 5

WKRG TV

MOBILE

DOMINATES

GULF COAST

ALABAMA
MISSISSIPPI
& FLORIDA

WHERE:

a million people spend a billion $. They look & listen day & night to

WKRG-TV

with its CBS-ABC & film shows. Local live wrestling—the nations best cooking show—the best news show in the world (or any other place) Good Kid shows

WKRG is GOOD
GOOD
GOOD

CBS

CHANNEL
WKRG-TV 5
Avery Knodel

CLYDE REMBERT (r), manager of KRLD-TV Dallas, is presented a plaque by Forrest C. Freezor (l), executive secretary of the Baptist General Convention of Texas, and Dr. Robert Goodrich, star of the KRLD-TV-initiated national series, *The Pastor,* for "outstanding contributions made to the growth of religion through public service programming on KRLD-TV."

KBIF Hospital Drive Over the Top

LAST-MINUTE appeals by KBIF Fresno, Calif., helped put a drive for a new community hospital over the top. Station Manager Dave Maxwell put the station's full publicity resources to work on the campaign, still short $117,062 on June 19. The goal was $1.5 million. By July 5, extensive KBIF promotion was responsible for raising $15,000 more than the goal.

WJJD-WAAF Star Aids UCP Fund

SIG SAKOWICZ, WJJD and WAAF Chicago disc jockey, has been instrumental in raising money for United Cerebral Palsy and the Knights of Columbus-Catholic Youth Organization benefits. Former Gov. Dwight H. Green, Illinois chairman for United Cerebral Palsy, was among participants at the UCP presentation when Mr. Sakowicz gave a check for $500 on behalf of the Mothers' Fan Club. The disc jockey also produced and directed the K. of C.-CYO show at Chicago Stadium, which raised $100,000 for the benefit.

Blood Plea for KTLA (TV) Star

THREE Los Angeles area radio stations helped to save the life of hospitalized Joyce Ray, local tv personality. Appeals for her rare type blood, aired by KMPC, KBIG (Avalon) and KGFJ, brought large numbers of donors. Miss Ray, Roller Derby star of KTLA (TV), had been injured in an auto accident.

WKEI Helps Alana Get Her Wish

NEWS DIRECTOR Bert Jackson of WKEI Kewanee, Ill., found human interest in the story of nine-year-old, blind Alana Bickers, who has been saving her pennies and nickels to buy a braille typewriter. Alana has been blind from birth, and attends the Jacksonville, Ill., School for the Blind. She will be old enough to start taking typing lessons when the school reopens in the fall. Newscaster Jackson appealed to WKEI listeners to send their contributions to the station and make the girl's dream a reality. An overwhelming response was received. More than $140 was collected over and above the amount needed to purchase the typewriter, and at last notice contributions were still coming in.

Ad Council Plans Drive to Raise Education Interests

THE ADVERTISING COUNCIL has agreed to conduct a nationwide campaign in mass media to increase public interest in, and support of, American higher education, both private and tax-supported, Frank W. Abrams, chairman of the executive committee of the Council for Financial Aid to Education, has announced. The campaign, set to begin early next year, will utilize volunteer services and facilities contributed by advertising agencies, national advertisers and media as arranged by the Advertising Council.

KTLD Airs Rare-Blood Plea

RARE TYPE A-B POSITIVE BLOOD needed for Mrs. Mabel Lane of Vicksburg was secured in an emergency plea by KTLD Tallulah, La. The station aired the announcement at 8 a.m., and the blood was received in sufficient quantity by four that evening.

MILESTONES

► HAROLD C. LUND, vice president of Westinghouse Broadcasting Co. in charge of KDKA-AM-TV Pittsburgh, has celebrated his fifth anniversary with the stations.

► CHARLIE STONE, vice president, WMBR-TV Jacksonville, Fla., has observed his 20th anniversary with the station.

► ELEANOR NICKERSON, secretary to station President Franklin M. Doolittle, WDRC Hartford, is observing her 20th anniversary with the station during August.

► HARRY JORDAN, KING Seattle staff announcer, has marked his 25th anniversary in broadcasting.

► CBS RADIO's *Romance of Helen Trent* (Mon.-Fri., 12:30-12:45 p.m., EDT) has begun its 24th year.

A SPECIAL program was broadcast recently by WFBL Syracuse, N. Y., marking the 3,000th newscast on the station sponsored by Marine Midland Trust Co. of Central New York. Checking the script for the special program are (l to r) Charles F. Phillips, WFBL manager; Arthur B. Ziegler, advertising officer of Marine Midland, and Russell H. Kienzle, assistant vice president of Marine Midland. The bank has sponsored newscasts on WFBL since September 1943.

CBC LOSES $1.3 MILLION IN FISCAL '56

Canada's government-operated radio and tv networks had total revenues of $39 million. Extension of tv service, drop in radio revenues get major blame for deficit.

A DEFICIT of $1,358,621 for the fiscal year ending March 31, 1956, was reported at Ottawa in the annual report of the Canadian Broadcasting Corp. to the Minister of National Revenue. CBC income from government grant, excise tax collections on radio and tv sets and parts, and commercial programs for radio and tv totaled $38,942,402. Expenditures amounted to $38,572,512. After allowing for depreciation of $1,728,511, the publicly-owned system showed a net deficit.

Part of the deficit was attributed to continued extension of television coverage and development of national program service, along with falling revenue on radio networks. At the end of the fiscal year there were 33 Canadian tv stations, eight owned and operated by the CBC and 25 privately-owned and affiliated with CBC to carry commercial and sustaining national programs. CBC's report states that between 40 and 45 hours a week of programming was supplied through the national program service to the six CBC and 22 privately-owned English language stations, and between 35 and 40 hours a week to the two CBC and three privately-owned French-language stations. It was estimated in the report that 55% of the English-language programs and 85% of the French-language programs were Canadian-produced.

CBC expenditures for the English and French tv network services increased from $15,915,901 in the 1954-55 fiscal year to $25,274,260 in the 1955-56 fiscal year. Commercial tv revenue in that time increased from $4,157,325 to $7,403,438. Income from sale of tv receivers, through the 15% excise tax levied by the Canadian government and turned over to the CBC, increased by only $778,026 to $17,737,991. These two sources made up the bulk of the total operating revenues of $25,362,088. (Some of the remainder comes from transmitter license fees paid by privately-owned tv stations.) The tv service had a deficit of $1,071,791, after allowing for depreciation. The previous year it had shown a surplus of $4,479,421.

Radio Loss: $286,830

The CBC radio service on its own stations and on networks resulted in a deficit of $286,830, after providing for depreciation. This was $75,000 greater than the previous years. Income from radio broadcasting, including private station transmitter license fees, government grants commercial programs and excise tax on radio sets, totaled $12,580,314. Expenditures increased by $110,000 to $13,298,252.

Biggest items of expense reported by CBC were for programs, $14,174,626 for tv and $10,472,818 for radio, for a total of $24,647,444.

On commercial program revenue, the report shows gross billings to advertising agencies and sponsors of $19,471,530, of which $2,706,455 was paid to private radio and tv stations for time, $3,261,870 for agency and network commissions and $4,368,260 for direct production costs.

The 15% excise tax revenue of $22,799,955 was up about $1,330,000 from the previous year. It was distributed $17,737,991 for tv services and $5,061,964 for radio services. This revenue is expected to drop in the current fiscal year, the report points out, as many urban areas are reaching saturation in tv sets.

During the fiscal year, the CBC borrowed $8,250,000 from the government for tv expansion. CBC now owes the government $24,250,000 for tv and $3,173,802 for radio, a total of $27,423,802. These loans are being repaid on a semi-annual basis over 30 years. Engineering expenditures for both radio and tv amounted to $7,699,907, wire lines for networks $2,498,306, and administrative expenditures $1,561,857.

Looking ahead, the CBC report points out that revenue from the 15% excise tax is expected to decline and "no large increase in commercial revenue could be foreseen since it (CBC) would have no new transmitting facilities of its own going into operation.

"In the year ahead the CBC faces a considerable increase in expenditures for tv to maintain the services in the two languages for a full 12 months on the scale as at March 1956, to meet previous commitments for new operations during the year, and to permit normal development of the service provided to the existing 33 stations and those to come into operation during the year."

The report stated that while CBC had some surplus funds from previous years for the 1956-57 operations, it faced the possibility of having to reduce tv service considerably unless some additional special provision for funds was made. Pending decisions by the Canadian Parliament regarding future financing of the CBC, after the Royal Commission on Broadcasting reports, CBC is "planning to maintain services and carry out essential development within the limits of resources available."

Canadian Broadcasters Push For Independence from CBC

TO EMPHASIZE its request to the Canadian Royal Commission on Broadcasting for an independent regulatory body, the Canadian Assn. of Radio & Television Broadcasters has submitted a hypothetical "Canadian Daily Newspaper Act" based on the same regulations as are now in force for radio and television.

The CARTB brief points out that "newspapers and broadcasting stations both publish. The right to inform citizens of how their affairs are being conducted by their paid officials and elected representatives is clearly established in the case of printed forms of publication. . . . The right to inform is not established in the case of broadcast publications in Canada. Publication by broadcast is subject to a great deal of government control."

The brief goes clause by clause through the Canadian Radio Broadcasting Act as it would apply to daily newspapers if these were governed and licensed in the same way.

The brief concludes with the observation that "no one familiar with Canadian newspapers would suggest that they could render their present service to the public under such control. It is not a question of whether the government-owned newspaper chain would or would not be intelligent or impartial. The presence of such an omnipotent regulator would freeze the ideas which bloom under the regime of free publication before the idea got onto copy paper, let alone into print. We submit this form of control is just as dangerous when applied to radio and television. The Canadian Broadcasting Corp. should not control the licensing and programming of private stations.

"The allocation of wavelengths should be

Uranium Mine
In
The South!

by
John Pepper
and
Bert Ferguson

Are you dreaming of stock in some fabulous Uranium Mine? Well, of course, there's the wistful possibility of hitting lucrative traces. But, you'd better take the realistic view and invest in a sound proposition—the untapped resources of the Negro market in the South, staked by WDIA—50,000 watts!

CONCENTRATED COVERAGE

Within Memphis and adjacent retail trading zones, there is one of the heaviest concentrations of Negro population in the U. S. . . . WDIA encompasses a total of 1,237,686 Negro consumers. Due to low readership count, the only way to reach this concentrated group is by air media. According to recent survey, TV ownership in Negro homes is only 35%. Obviously, then, Radio is the medium for penetration —and, WDIA, the all-negro 50,000 watt station, is a powerhouse of pressure for selling goods!

FINANCIAL STATUS

The financial status of the Southern Negro is at an all-time high. Their per capita income, in Memphis, exceeds that of the Negro in any other major city of the nation. Specifically, the Negro population of Memphis has a quarter of a billion dollars to spend—and is willing to spend it on marketable merchandise, as:

Chesterfield Cigarettes . . Crisco . . Pet Milk . . Bromo Quinine . . Kraft Mayonnaise . . and Fletcher's Castoria.

If you want more sales for your products, consider the impact made upon 1,237,686 potential buyers, by Negro announcers, consultants, entertainers — salesmen, all! Listeners react to sales messages in a concrete way — with action at points-of-purchase, with the result that WDIA carries the largest number of national advertisers in Memphis.

EFFECTIVE PROGRAMMING

All-Negro shows on WDIA are customized to awaken intellectual-emotional responses, reflect traditional tastes, stimulate loyalty to products through performers, who deliver solid entertainment, in a style acceptable to Negro listeners. Responsibility for supporting their stars if evidenced by WDIA's 600% increase in annual gross dollar volume. Request, on your letterhead, data pertinent to your products—along with your bound copy of "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

made by a licensing body absolutely separate from any operating body, and regulation of broadcasting as of newspaper publishing should be by appropriate laws enforced in the ordinary courts of the land and absolutely removed from discretionary government control."

Canada Sets Up Coverage Of GOP-Democrat Parleys

CANADA will cover the Democratic and Republican conventions at Chicago and San Francisco by on-the-spot radio reporters and reports on television from U. S. networks. Canadian Broadcasting Corp. has arranged for reporting teams to cover both conventions with direct lines for radio reports to Toronto for feeding into the Trans-Canada and Dominion networks. Coverage will be broadcast several times in the evenings and on newscast periods, as well as on special programs. CBC will share its booth at the Chicago convention with the representative of the British Broadcasting Corp.

For television, the convention will be covered with advance reports and nightly summary filmed from U. S. network telecasts. Acceptance speeches at both conventions will be carried live on Canadian radio and tv networks.

Merchants Seek Settlement Of CHEX-AM-TV Strike

LOCAL MERCHANTS of Peterborough, Ont., have taken a hand in trying to settle a 22-week strike of six employes of CHEX-AM-TV Peterborough and have asked Canadian Labor Minister Milton Gregg to try to settle the strike. In a telegram to Labor Minister Gregg at Ottawa they declare that continued picketing of businesses that patronize CHEX-AM-TV could result in an explosive situation.

A similar letter was sent to the station and to the local of the National Assn. of Broadcast Employes & Technicians. The merchants stated that they "are of the opinion that this strike and resultant developments put them in an untenable position. The members of our executive committee wish to emphasize that they are neutral but seek to explore ways and means of obtaining a settlement for the good of the community."

While the station management will not make any comment, NABET officials claim that since the start of the strike the union has been able to persuade all local advertisers to discontinue or suspend their advertising on the stations, and that all but 14 out of 82 national advertisers have also ceased advertising for the duration of the strike. Peterborough in an industrial town with strong unions. NABET officials claim stations paid wages from $240 a month for an experienced announcer to $120 a month for a studio operator. Originally nine NABET members went on strike, but three went back to the station shortly after the start of the strike.

CHEX-AM-TV is affiliated with the daily *Peterborough Examiner* and with CKWS-AM-TV Kingston, Ont., and the daily *Kingston Whig-Standard*.

Antenna Tower Pays Off

SOUTH GERMAN Radio's concrete antenna tower located in Stuttgart, which made news when it was opened in February, has turned out to be a moneymaker. The antenna tower has a restaurant beneath the top, collects about 35 cents from every visitor, has thus far collected more than $30,000 and will have produced a revenue of more than a million dollars by 1973, many times its construction cost.

CEA Seeks Tv Movie Ban

CEA (British theatre owners association) announced it would seek to ban feature movies from showing on the BBC for a period of 10 years after their release. The 10-year-period, according to the plan, would start when a picture is premiered in London. There were mild objections from other organizations in the British film industry as to the legal aspects and to certain contract clauses, which often give a feature film's star the entire property rights after some years.

ITA Plans New Transmitter

INTERNATIONAL Television Authority will invite bids from prospective program contractors for a new ITA transmitter to be constructed in the Wenvoe area (South Wales and east and south of Bristol Channel) and to be launched by the end of next year. The transmitter is planned to cover an area which has a 3-million population.

Yugoslavia Begins Telecasts

THE first television transmitter in Yugoslavia has started operations in Zagreb. Until the end of this year, when Yugoslav program production is scheduled to be launched, the Zagreb station is airing imported programs (Italy, Austria, and other countries).

When you are in Chicago stop by
360 N. Michigan Ave. for your
current issue of B•T or call
CEntral 6-4115

INTERNATIONAL PEOPLE

Cec Hewitt to manager of CKGN-TV North Bay, Ont., succeeding **Russ Eastcott.**

T. B. J. Atkins and **J. R. Kennedy** to senior television sales representatives of Canadian Broadcasting Corp., Toronto. **R. S. Joynt** to senior radio sales representative of CBC. **J. R. Malloy** to supervisor of television sales of CBC, and **G. Regendanz** to sales representative in charge of tv sales-service of CBC.

Alan B. Hooper, advertising department of Thomas Hedley & Co. Ltd., British subsidiary of Procter & Gamble Co., to London office of Robert Otto & Co., international advertising agency, as senior assistant to **Just Borthen,** office head. Also joining Otto: **Mirta Mulhare** as Spanish language copywriter. She was formerly with Slenderella International.

Vin Dittmer, sales manager of CKNX Wingham, Ont., to program director of CFCF Montreal, Que.

R. J. Gallagher, promotion manager of CFBC St. John, N. B., to promotion and sales manager CKBC Bathurst, N. B.

H. O. Watts, promotion manager of CKY Winnipeg, to promotion director of CKDA and CHEK-TV Victoria, B. C.

J. Douglas Coombs, Northern Life Assurance Co., to new station CFRS Simcoe, Ont., as advertising representative. **Anthony Thomas,** CJSH (FM) Hamilton, Ont., to CFRS as chief announcer. Also to CFRS: **Stanley Taylor** and **William G. Moyer,** CKOC Hamilton, announcers; CHLO St. Thomas, Ont., **Patricia O'Neill,** traffic-receptionist; **Mrs. Shirley Hampson,** continuity editor; **Douglas Barnet,** Norfolk Cooperative Co. Ltd., farm director; **Bette Barber,** CFCH North Bay, Ont., women's director.

WEWS (TV) BACKS TV SHOPPERS

WEWS (TV) Cleveland is not looking for trouble, but if it crops up the station and viewers will be ready to act. WEWS in its latest spot promotion campaign tells viewers what to do that "once in a blue moon" when they order products shown but get no reply. Behind humorous art a WEWS announcer instructs disappointed viewers to write the station and let WEWS and the advertiser go to bat for them.

KIMN LOOKING FOR 'MISS KIM'

MOVIE and television beauties who go by the name of "Kim" will soon have a competitor from another medium. KIMN Denver is looking for its own "Miss Kim" with a contest open to single girl listeners. When "Miss Kim" is found, KIMN will shower her with the usual beauty queen booty including jewelry, gifts, and a trip to Hollywood and a movie tryout. In return "Miss Kim" will participate in station promotions during her reign, and, if her voice matches other assets, she will be assigned broadcasting duties on KIMN.

DAIRYMEN HAVE DAYS ON CJBQ

CJBQ Belleville, Ont., in the course of a one-week agricultural promotion for the Quinte district dairy industry, went to the source of dairy prosperity, the cows, spending a day on a dairy farm in the district from 6 a.m. to 1:15 p.m. with description of activities and interviews with dairy farmers of the area. Daily radio dairy days were proclaimed and 26 special interviews, talks and discussions dealing directly with dairying were featured during the week. These included interviews with local dairy breed associations, roving microphone tours of dairies, creameries, milk products plants, cheese factories, talks by government ministers and dairy authorities as well as with Sir Archibald Nye, British High Commissioner to Canada on acceptance of Canadian dairy products in Great Britain. Local dairy organizations participated in all activities, regular sponsors devoted commercials to the dairy industry, and many dairy associations and other companies sponsored specific programs.

TOPICAL TALENT FOR SULLIVAN

ED SULLIVAN in one week signed such newsy acts for his Sunday stand on CBS-TV as: 11 circus acts under the Big Top that Ringling Bros. & Barnum & Bailey has relegated to the past (the tent show has folded, with no more circus except for indoor performances); Ingrid Bergman, who after living in Italy for seven and a half years, will return to the U. S., appearing on Mr. Sullivan's show in October or November. The circus is set for July 29, the union willing. American Guild of Variety Artists on Wednesday warned that performers listed as "unfair" must pay a $2,000 fine before going on the show. AGVA and the International Brotherhood of Teamsters have been picketing Ringling Bros. in an effort to be recognized as bargaining agent for the circus employes.

1-2 sales punch

in WESTERN MONTANA

RADIO KGVO CBS 5000 WATTS

GILL-PERNA, reps.

KGVO TV 60,000 WATTS

MISSOULA, MONTANA

CBS POLITICAL GUIDE ON STANDS

A NEW 96-page illustrated book prepared by CBS News as a guide to the 1956 conventions, campaign and election has been published by the Maco Magazine Corp., New York, and is being made available on newsstands and in book stores now. The book, titled *Watch*, is designed to promote CBS-TV's coverage of the upcoming campaigns, conventions and elections.

'BUFFET' CONTEST BY QUAKER

A SPECIAL September promotion, with $50,000 to be offered in a "Buffet Sweepstakes," will be launched by Quaker Oats Co. on network tv programs and in other media. The contest will be featured on *Sgt. Preston of the Yukon* and *The Sid Caesar Show* commercials on behalf of Quaker and Mother's Oats, Aunt Jemima pancake and buckwheat mix, and Quaker and Aunt Jemima corn meal. Contestants may enter by sending in a postcard with "yes" or "no" answers to five questions on products involved. Drawings will be held Nov. 15, with prizes to include color tv receivers, high fidelity sets, transistor radios, 1957 Nash Ramblers, Norge electronic kitchens and steam irons.

GIVES TRANSISTOR JEWELRY

MOTOROLA Inc. is distributing a transistor key chain as a premium item designed to remind carriers of the firm's "increasingly significant role in transistor development." The premium is being given away at open houses and other events and includes a gold-colored chain, descriptive tag and a power resistor with the theme, "The Golden Heart That Never Wears Out."

'MISS COLOR TV' SEARCH ON

WRCA-TV New York will begin a contest Aug. 1 to find a young woman between the ages of 17 and 26 to bear the title of "Miss Color Tv." Preliminary judging will be held each Wednesday at Palisades (N. J.) Amusement Park and the winner will be chosen Sept. 5. Among the prizes for "Miss Color Tv" are appearances on WRCA-TV and NBC-TV, an RCA color television set and a two-week vacation for two at the Concord Hotel, Kiamesha Lake, N. Y.

TOY TRAINS FOR GF BOX TOPS

GENERAL Foods Corp., White Plains, N. Y., this month is telling televiewers of its latest breakfast cereal premium offer—a four-car scale model Diesel freight train—via *Mama* on CBS-TV. The train campaign will also be seen in August on GF's new series, *Hollywood Summer Theatre* on CBS-TV and heard on Don McNeill's *Breakfast Club* (ABC Radio). The push train kit, sent to editors last week, is available by sending 75 cents and one box top of Post 40% Bran Flakes for the locomotive, and 50 cents plus boxtop of Post Grape-nuts for each piece of rolling stock.

The ONLY way you can really

REACH...

all of this rich Central Texas Market is with

It's the long reach that counts! Get over 158,126 TV Homes* with KTBC-TV and over $782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage, Sales Management, 1956

KTBC'S radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY 20 counties of Austin's Trade Area!

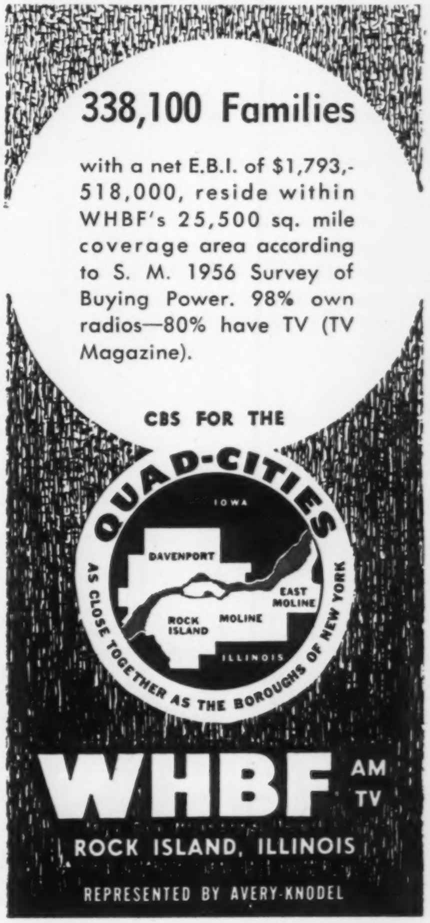
KTBC

CHANNEL 7
CBS • NBC • ABC
316 kw MAX.

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.



338,100 Families

with a net E.B.I. of $1,793,518,000, reside within WHBF's 25,500 sq. mile coverage area according to S. M. 1956 Survey of Buying Power. 98% own radios—80% have TV (TV Magazine).

CBS FOR THE

QUAD-CITIES

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

July 19 through July 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through July 25

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,873	3,026	165	267	118
Fm	521	545	35	4	0

FCC Commercial Station Authorizations

As of June 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,871	519	186
Cps on air	25	11	310
Cps not on air	124	16	113
Total authorized	3,020	546	609
Applications in hearing	173	1	132
New station requests	274	10	43
New station bids in hearing	115	0	85
Facilites change requests	154	6	35
Total applications pending	964	71	398
Licenses deleted in June	0	2	0
Cps deleted in June	2	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through July 25

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	360	93	453[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	328	313	641[1]
Noncom. Educational	22	21	43[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,004	337	786	555	1,342[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,065	337	820	582	1,402[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 684 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

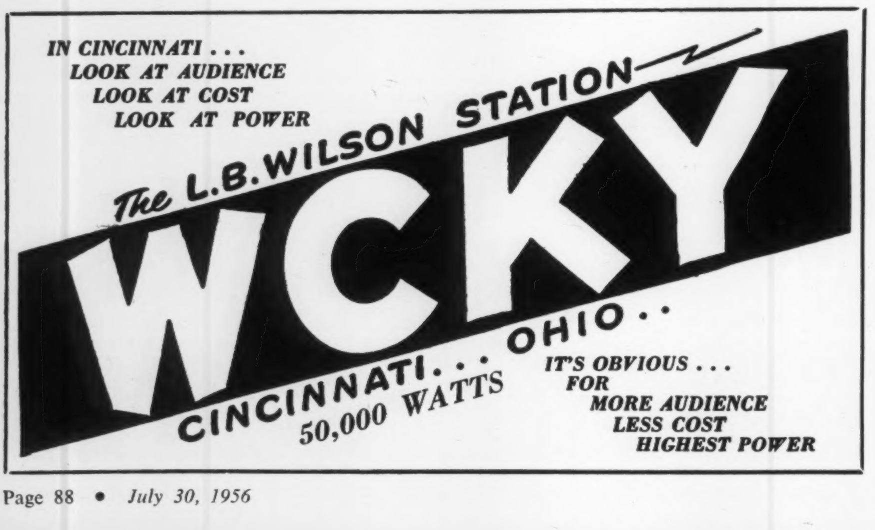
Hartford, Conn.—Travelers Bcstg. Service granted vhf ch. 3; ERP 100 kw vis., 60 kw aur.; ant. height above average terrain 917 ft., above ground 542 ft. Estimated construction cost $1,420,560, first year operating cost $1,960,000. Post office address 26 Grove St. Trans. location Deercliff Rd., Avon, Conn. Geographic coordinates 41° 46′ 30″ N. Lat., 72° 48′ 20″ W. Long. Trans. and ant. RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Travelers is licensee of **WTIC Hartford.** (For conditions on this grant, see "Hearing Cases.") Announced July 25.

Sarkes Tarzian, Roanoke, Ind.—FCC, by letter, denied petition for immediate grant of application for new tv to operate on ch. 21. Report and Order finalizing rule-making which shifted ch. 21 from Huntington to Fort Wayne (also assignable to Roanoke) does not become effective until Aug. 27. Commissioner Doerfer abstained from voting. Announced July 20.

Baton Rouge, La.—Bayou Bcstg. Corp. granted uhf ch. 40; ERP 151 kw vis., 77.6 kw aur. Ant. height above average terrain 490 ft. Bayou is owned by **Henry B. Clay (KWKH Shreveport, La.), Gilmore N. Nunn (WLAP-AM-FM-TV Lexington, Ky.),** and **Frank M. Smith (WROW-WCDA [TV] Albany, N. Y.).** Announced July 19.

Kalispell, Mont.—KGEZ Inc. granted vhf ch. 8 (180-186 mc); ERP 8.52 kw vis., 4.57 kw aur.; ant. height above average terrain 220 ft., above ground 316 ft. Estimated construction cost $106,100, first year operating cost $85,000, revenue $100,000. Post office address Box 439, Kalispell. Studio location Kalispell. Trans. location Kalispell. Geographic coordinates 48° 12′ 42″ N. Lat., 117° 06′ 48″ W. Long. Trans. and ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer David Green, Spokane, Wash. Principals include KGEZ Inc. (81.7%), licensee of **KGEZ Kalispell**; Copper City Radio Co. (14.4%), licensee of **KBOW Butte, Mont.**, majority stockholder of KGEZ Inc.; Pres. **Frank Reardon** (1%), pres., majority stockholder of Copper City Radio Co., and Vice Pres. **Richard K. Vick** (2.4%), gen. manager of KGEZ. Grant is without prejudice to any action Commission may take as result of rule-making proceedings to substitute ch. 9 for ch. 8 in Kalispell. Announced July 19.

Williston, N. D.—Meyer Bcstg. Co. granted vhf ch. 8 (180-186 mc); ERP 93.3 kw vis., 51.3 kw aur.; ant. height above average terrain 1,060 ft., above ground 874 ft. Estimated construction cost $333,280, first year operating cost $90,000, revenue $96,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location 10 miles west of Williston. Trans. location 10 miles west of Williston. Geographic coordinates 48° 08′ 02″ N. Lat., 103° 51′ 36″ W. Long. Trans. and ant. GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Meyer is licensee of **KFYR-AM-TV Bismarck, N. D.**, and is permittee of **KMOT (TV) Minot, N. D.** Principals are Pres. **Etta Hoskins Meyer** (50%); **Etta Hoskins Meyer** as trustee of **Marietta M. Ekberg Trust** (42.7%), and Vice Pres. **F. B. Fitzsimmonds** (5.3%). Announced July 19.



Oxford, Ohio—The President and **Trustees of Miami U.** granted uhf ch. *14; ERP .724 kw vis., .363 kw aur. Ant. height above average terrain 150 ft. Station is for noncommercial educational purposes. This marks 43d educational tv grant to date. Announced July 19.

APPLICATION

New Orleans, La.—WWEZ Radio Inc., uhf ch. 32 (578-584 mc); ERP 249 kw vis., 125 kw aur.; ant. height above average terrain 338 ft., above ground 358 ft. Estimated construction cost $314,875, first year operating cost $350,000, revenue $400,000. Post office address Hotel New Orleans, New Orleans. Studio location New Orleans. Trans. location Paris Rd., Chalmette, La. Geographic coordinates 29° 57′ 45″ N. Lat., 89° 57′ 31″ W. Long. Trans. and ant. GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. WWEZ Radio Inc. is licensee of **WWEZ New Orleans.** Principal stockholder is **A. L. Chilton**, 64%. July 20.

Translator Stations . . .

APPLICATIONS

Hawthorne-Babbitt, Nev.—Mt. Grant Television Booster Service Corp., ch. 70. Trans. output power 10 w. ERP to community 98 w. To rebroadcast **KRON-TV San Francisco, Calif.** Estimated total population to be served 7,500. Estimated construction cost $4,000, first year operating cost $750. Filed July 10.

Manson, Wash.—Manson Community Tv Co., ch. 76. Trans. output power 10 w. ERP to community 171 w. To rebroadcast **KHQ (TV) Spokane, Wash.** Estimated total population to be served 3,000. Estimated construction cost $3,750, first year operating cost $1,500. Filed July 19.

Manson, Wash.—Manson Community Tv Co., ch. 70. Trans. output power 10 w. ERP to community 171 w. To rebroadcast **KREM-TV Spokane, Wash.** Estimated total population to be served 3,000. Estimated construction cost $3,750, first year operating cost $1,500. Filed July 19.

Existing Tv Stations . . .

ACTIONS BY FCC

WCKT (TV) Miami, Fla.—Granted STA for 120 days pending compliance with condition of cp grant that Miami Bcstg. Co. (in which WCKT officials have interest) dispose of WQAM-AM-FM within that period. Announced July 19.

WROM-TV Rome, Ga.—Is being advised that application for mod. of cp (ch. 9) to move trans. site from Horseleg Mountain, about 4.2 miles southwest of city, to about 9 miles south of Chattanooga, Tenn., and increase ant. from 720 ft. to 1,558 ft., indicates necessity of hearing. Announced July 19.

WANE-TV Fort Wayne, Ind.—Cp cancelled and call letters deleted. Pursuant to letter from attorney. Action July 20.

KXLF-TV Butte, Mont.—FCC waived Sec. 1.378 of Commission's Rules and granted mod. of cp to change assignment from ch. 6 to ch. 4 (to avoid possible interference from other stations). Announced July 19.

KVIT (TV) Santa Fe, N. M.—Granted mod. of cp to change studio and trans. location; change ERP to .324 kw vis., .162 kw aur., and make ant. and other equipment changes. Announced July 24.

WPTZ (TV) North Pole, N. Y.—Granted mod. of cp to change name to Rollins Bcstg.-Telecasting of New York City Inc. Announced July 24.

WBIR-TV Knoxville, Tenn.—FCC denied protests by Scripps-Howard Radio Inc. and Tennessee Television Inc. directed against action of May 14 in granting mod. of cp of WBIR-TV to make slight change in trans. location; change studio location, and install new ant. system; except to extent that Commission has ordered investigation into alleged premature construction. Announced July 19.

WCYB-TV Bristol, Va.—FCC denied protest and petition for reconsideration filed by Tri-Cities Television Corp. directed against Commission's May 31 grant of application for mod. of cp of WCYB-TV, ch. 5, to change ERP to 70.8 kw vis., 42.7 kw aur.; change type ant. (increase height to 2,220 ft.), and make other equipment changes. Announced July 19.

CALL LETTERS ASSIGNED

WRLP (TV) Greenfield, Mass.—Springfield Television Bcstg. Corp., ch. 58.

WBUF (TV) Buffalo, N. Y.—NBC Inc., ch. 17. Changed from WBUF-TV.

APPLICATIONS

KVIP (TV) Redding, Calif.—Seeks mod. of cp (which authorized new tv) to change ERP to 117 kw vis., 59 kw aur., and make other equipment changes. Filed July 19.

KID-TV Idaho Falls, Idaho—Seeks cp to make changes in facilities of existing tv, to add drivers to present trans. equipment and make other equipment changes. Filed July 19.

WCBC-TV Anderson, Ind.—Seeks mod. of cp to change trans. and studio locations to northeast corner of Indiana Hwys. #9 and #67, approximately 1.5 miles south of city limits, near Anderson; change ERP to 25.1 kw vis., 12.7 kw aur.; change type ant., and make other equipment changes. Filed July 19.

KXLF-TV Butte, Mont.—Seeks mod. of cp proposing ch. 4 in lieu of ch. 6 assignment. Also seeks mod. of cp (which authorized changes in facilities of existing tv) to change ERP to 59.16 kw vis., 29.58 kw aur. Filed July 19.

WMUR-TV Manchester, N. H.—Seeks cp to make changes in facilities of existing tv; change trans. location to north side of Rt. #133, east side of Georgetown, Mass.; change ERP to 316 kw vis., 158.5 kw aur., and make ant. and other equipment changes. Filed July 19.

WSUR-TV Ponce, P. R.—Seeks mod. of cp (which authorized new tv) to make slight change in trans. location (no change in description except coordinates and county); change ERP to .821 kw vis., .411 kw aur., and make ant. changes. Filed July 20.

APPLICATION AMENDED

KGEZ-TV Kalispell, Mont.—Amended to suggest conditional grant of proposed ch. 8, pending outcome of Rule-Making procedure, additional financial data and to correct geographic coordinates. Amended July 19.

PETITIONS

WTVI-TV Fort Pierce, Fla.—Petitions FCC requesting amendment of Sec. 3.606(b) of Rules so as to reallocate ch. 3 to Fort Pierce, Fla., from Tampa-St. Petersburg, Fla., where it is now reserved for educational use. It is further requested that Order to Show Cause why cp for WTVI-TV should not be mod. to specify ch. 3 be issued to petitioner. Announced July 20.

The Honorable A. B. Chandler, Governor of Kentucky; Honorable Robert Humphreys, U. S. Senator of State of Kentucky—Petition FCC requesting amendment of Part 3 of Rules so as to permit allocation of ch. 7 to Louisville, Ky. Announced July 20.

WKLO-TV Louisville, Ky.—Petitions FCC requesting amendment of Sec. 3.606(b) of Rules by issuance of Rule-Making so as to permit allocation of ch. 7 to Louisville rather than to Evansville, Ind., which is presently proposed. Also requests that appropriate order to Show Cause be issued to WKLO-TV. Announced July 20.

WSEE-TV Erie, Pa.—Petitions FCC requesting amendment of Sec. 3.606(b) of Rules by issuance of Rule-Making looking towards allocation of ch. 12 to Cleveland, Ohio, and its deletion from Erie, Pa. Announced July 20.

WTVK-TV Knoxville, Tenn.—Petitions FCC requesting amendment of Part 3 of Rules by issuance of Rule-Making looking toward deintermixture of Knoxville and Spartanburg, S. C., by adding ch. 7 to Knoxville. It also requests that Commission issue Order to Show Cause why petitioner's present uhf assignment should not be changed to proposed vhf assignment. Announced July 20.

"This reminds me—KRIZ Phoenix was advertising some beautiful form-fitting bathing suits."

New Am Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—BamRay Bcstg. Co. granted 1280 kc, 1 kw D. Post office address 8230 N. 16th St., Phoenix. Estimated construction cost $12,765, first year operating cost $65,000, revenue $75,000. Principals are equal partners **A. V. Bamford,** production-promotion firm owner, and **Ray Odom, KRUX Glendale, Ariz.,** employe. Announced July 19.

Madison, Fla.—Norman O. Protsman granted 1230 kc, 250 w specified hours. Post office address P. O. Box 655, Live Oak, Fla. Estimated construction cost $8,642, first year operating cost $19,000, revenue $30,000. Mr. Protsman owns **WNER Live Oak.** Announced July 19.

Ward Ridge, Fla.—Vacationland Bcstg. Co. granted 1570 kc, 250 w D. Post office address P. O. Box 687, Fort Walton Beach, Fla. Estimated construction cost $10,000, first year operating cost $26,000, revenue $30,000. Vacationland is licensee of **WFTW Fort Walton Beach.** (This is first am grant to a town-yet-to-be. Ward Ridge is a planned community being constructed for the employes of a multimillion dollar chemical plant to be located in that area.) Announced July 19.

Jesup, Ga.—Wayne Bcstg. Co. is being advised that application for cp for new am to operate on 990 kc, 1 kw D, indicates necessity of hearing. Announced July 19.

Ferriday, La.—Miss-Lou Bcstg. Co. granted 1600 kc, 1 kw D. Post office address P. O. Box 163, Natchez, Miss. Estimated construction cost $14,043, first year operating cost $24,000, revenue $31,000. Sole owner is **Marie K. Zuccaro,** wholesale petroleum interests. Announced July 19.

Aberdeen, Md.—John L. Allen d/b as Hartford County Bcstg. Co. granted 970 kc, 500 w D. Post office address Box 485, Aberdeen. Estimated construction cost $29,301.16, first year operating cost $43,800, first year revenue $58,000. Mr. Allen is in automobile sales and service. Announced July 19.

Holland, Mich.—Ottawa Bcstg. Co. granted 1260 kc, 500 w D. Post office address U. S. 31 and James St., Holland. Estimated construction cost $23,594, first year operating cost $30,000, revenue $36,000. Principals are equal owners **Bernard Grysen,** deputy sheriff of Ottawa County; **Leonard Ver Schure,** deputy sheriff of Ottawa County, and **John Lewis Klungle,** engineer, **WHTC Holland.** Announced July 19.

Niles, Mich.—Lawrence J. Plym granted 1290 kc, 500 w D. Post office address 1105 N. Front St., Niles. Estimated construction cost $28,305, first year operating cost $40,000, revenue $60,000. Mr. Plym has aluminum fabricating, publishing, and banking interests. Announced July 19.

West Shore Bcstg. Co., Beacon, N. Y.; The Westport Bcstg. Co., Westport, Conn.; James W. Miller, Milford, Conn.—Designated for consolidated hearing on applications for new ams to operate on 1260 kc, D; West Shore with 1 kw, DA; Westport with 500 w, DA, and Miller with 500 w; in event of favorable action on any of aplications, grant shall not be made effective until after all legal proceedings have been terminated involving aplications for **WAVZ New Haven, Conn.,** to operate on some frequency other than 1260 kc. Announced July 19.

Radio Mt. Kisco Inc., Mt. Kisco, N. Y.—Designated for hearing on application for new am to operate on 1310 kc, 1 kw D, DA; made **WEVD New York City** and **WJLK Asbury Park, N. J.,** parties to proceeding. Announced July 19.

Wilmington, N. C.—FCC denied June 27 protest by **WTAR Norfolk, Va.,** directed against May 29 grant of cp to East Coast Radio Co. for new am **(WKLM)** to operate on 790 kc, 500 w D, in Wilmington. Announced July 19.

Manchester, Tenn.—Manchester Broadcasters granted 1580 kc, 1 kw D. Post office address McMinnville, Tenn. Estimated construction cost $15,745, first year operating cost $27,500, revenue $36,000. Principals include **Royce E. Richards** (75%), 20% owner of **WMMT McMinnville,** and 33.3% of **WCDT Winchester, Tenn.,** and **Sam J. Albritton** (25%), 60% owner of WMMT and 87.5% owner of **WSMT Sparta, Tenn.** Announced July 19.

APPLICATIONS

Jacksonville, Fla.—Dan Richardson, 550 kc, 1 kw D. Post office address Rt. #9, Box 400, Jacksonville 8. Estimated construction cost $15,309, first year operating cost $36,000, revenue $48,000. Mr. Richardson holds outdoor advertising interests. Filed July 19.

Panama City, Fla.—Voice of the Gulf Beaches Radio Co., 1290 kc, 1 kw D. Post office address 501 Pinetree Rd., Valdosta, Ga. Estimated construction cost $14,355, first year operating cost $31,200, revenue $36,000. Principals are equal partners **Ben G. Porter Jr.,** program director, **WGOV Valdosta,** and **J. C. Johnson,** announcer, WGOV. Filed July 19.

Athens, Ohio—Ohio U., 1340 kc, 100 w unl. Post office address Athens. Estimated construction cost $7,390, first year operating cost $3,000. Station is for non-commercial purposes. Ohio U. owns and operates **WOUI (FM) Athens.** Filed Filed July 19.

APPLICATIONS AMENDED

Palmdale, Calif.—Palmdale Broadcasters' application seeking cp for new am to operate on 1470 kc, 1 kw D, amended to make changes in ant. system and decrease height. Amended July 23.

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. . . a Billion dollar*
TV market with
a population of
991,900**
* E. B. I. ** 1956 Survey of B. P.

CALL HOLLINGBERY CO.

Key West, Fla.—Ken-Sell Inc.'s application seeking cp for new am to operate on 1500 kc, 250 w unl., DA-2, amended to make changes in DA system. Amended July 20.

St. Petersburg Beach, Fla.—Holiday Isles Bcstg. Co.'s application seeking cp for new am to be operated on 1590 kc, 1 kw D, DA, amended to change ant.-trans. location and make changes in ant. and ground system. Amended July 19.

Renfro Valley, Ky.—Renfro Valley Broadcasters Inc.'s application seeking cp for new am to be operated on 1460 kc, 500 w D, amended to change station location to Mount Vernon, Ky. Amended July 23.

Cranston, R. I.—Neighborly Bcstg. Co.'s application seeking cp for new am to operate on 1590 kc, 500 w D, amended to change frequency to 1220 kc; change power to 1 kw; change station location from Cranston to Sanford, Me.; change ant.-trans. and studio locations to northwest corner of Front St. and Emery Dr., Sanford, and make changes in ant. and ground system. Amended July 20.

McAllen, Tex.—Pool Bcstg. Co.'s application seeking cp for new am to operate on 1580 kc, 1 kw D, amended to change ant.-trans. locations. Amended July 20.

Existing Am Stations . . .

ACTIONS BY FCC

KUBC Montrose, Colo.—Granted change of operation from 1260 kc, 500 w, 1 kw-LS, DA-N, to 580 kc, 1 kw, 5 kw-LS, DA-N, unl; engineering conditions. Denied request of **KSAC Manhattan, Kan.**, for hearing. Announced July 19.

WTUX Wilmington, Del.—Granted increase in power on 1290 kc from 500 w to 1 kw, continued D operation; trans. to be operated by remote control for main studio. Announced July 19.

WCBQ Sarasota, Fla.—Designated for hearing on applications for cp to replace expired cp for 1220 kc, 250 w, DA-D, and for mod. of cp to increase power to 1 kw, DA-D, and change studio-trans. location; made **WSPB Sarasota** party to proceeding. Announced July 19.

WABR Winter Park, Fla.—Granted mod. of cp to increase power from 1 kw to 5 kw, operating on 1440 kc, D. Announced July 19.

WCIL Galesburg, Ill.—Granted cp to change ant.-trans. location; make changes in ant. and ground system (increase height), and operate trans. by remote control from 312 Hill Arcade Bldg. Announced July 24.

WCYN Cynthiana, Ky.—Granted mod. of cp to change studio location and operate trans. by remote control from Pike and Walnut Sts. Announced July 24.

KJEF Jennings, La.—Granted change in D power from 500 w to 1 kw, continuing on 1290 kc, 500 w N, DA-2; engineering conditions. Announced July 19.

WNAW North Adams, Mass.—Granted change of operation to Great Barrington, Mass. Announced July 19.

KDLM Detroit Lakes, Mich.—Granted change in operation from 1360 kc, 1 kw D, to 1240 kc, 250 w unl. Announced July 19.

WBFC Fremont, Mich.—Granted permission to remain silent for period of 90 days, except for Sundays from 8 a.m. to 7:30 p.m., in order to effect re-organization of staff and operation of station. Announced July 24.

KUOM Minneapolis, Minn.—Granted cp to change ant.-trans. location; utilize combined am and tv tower, and make changes in ant. and ground system (increase height). Announced July 24.

NBC Inc., New York City—Granted extension of authority to transmit programs to stations under control of Canadian Bcstg. Corp. for period beginning 9-15-56. Announced July 24.

KGAY Salem, Ore.—Granted increase in power on 1430 kc from 1 kw to 5 kw, continued D operation. Announced July 19.

WANB Waynesburg, Pa.—Granted mod. of cp to make changes in ground system. Announced July 24.

KCMC-AM-FM Texarkana, Tex.—Are being advised that applications for renewal of licenses indicate necessity of hearing. Announced July 19.

WSLS Roanoke, Va.—Granted change in D power from 1 kw to 5 kw, continuing on 610 kc, 1 kw-N, DA-2; engineering conditions. Announced July 19.

WIGM Medford, Wis.—Granted mod. of license to change name to WIGM Inc. Announced July 24.

WPRE Prairie du Chien, Wis.—Granted change of frequency from 1280 kc to 980 kc, continuing with 500 w D; dismissed petition of U. of Wis. station **WHA Madison, Wis.**, for hearing. Announced July 19.

CALL LETTERS ASSIGNED

KOKY Little Rock, Ark.—Ebony Radio, 1440 kc. 1 kw.

WPOP Hartford, Conn.—Tele-Broadcasters of Conn. Inc., 1410 kc, 5 kw. Changed from WGTH.

WGEE Indianapolis, Ind.—Rollings Bcstg. Inc., 1590 kc, 5 kw. Changed from WIRI.

WTTL Madisonville, Ky.—Hopkins County Broadcasters, 1310 kc, 500 w.

KLEC Jonesville, La.—Old South Bcstg. Co. 1480 kc, 500 w.

WPCC Clinton, S. C.—Clinton Bcstg. Co. 1410 kc, 500 w.

APPLICATIONS

KRUX Glendale, Ariz.—Seeks cp to change frequency from 1340 kc to 1360 kc; increase power from 250 w unl. to 500 w N, 5 kw D; change ant.-trans. location; install DA-N, and make changes in ground system. Filed July 19.

KDAN Eureka, Calif.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and make changes in ant. system (increase height). Filed July 19.

KSDO San Diego, Calif.—Seeks cp to increase D power from 5 kw to 10 kw. Filed July 19.

WICC Bridgport, Conn.—Seeks cp to increase power from 500 w N, 1 kw D, to 1 kw N, 5 kw D and change to DA-2. Filed July 19.

KOEL Oelwein, Iowa—Seeks mod. of cp to make changes in DA system. Filed July 19.

KOB Albuquerque, N. M.—Seeks extension of SSA to operate on 770 kc, 25 kw N, 50 kw D, for period beginning 3 a.m. EST, Oct. 1. Filed July 19.

WKNY Kingston, N. Y.—Seeks cp to change ant.-trans. location and make changes in ant. and ground system (increase height). Filed July 19.

WSEV Seviersville, Tenn.—Seeks cp to increase power from 1 kw to 5 kw and make changes in ant. system. Filed July 19.

APPLICATIONS AMENDED

KSTN Stockton, Calif.—Application seeking cp to erect third tower for D operation; increase D power from 1 kw to 5 kw, and make changes in DA-D pattern (DA-1 to DA-2), amended to make changes in DA. Amended July 23.

WBOP Pensacola, Fla.—Application seeking mod. of cp (which authorized new am) to change ant.-trans. and studio locations amended to make changes in ant. system. Amended July 20.

WKBS Mineola, N. Y.—Application seeking cp to increase power from 250 w to 1 kw, amended to change name of applicant to Keynote Bcstg. System Inc. Amended July 19.

PETITION

Scharfeld & Baron, Washington, D. C.—Petitions FCC requesting that Commission institute inquiry to determine whether or to what extent broadcasting of results of horse races serves public interest. Scharfield & Baron is law firm. Announced July 20.

New Fm Stations . . .

ACTIONS BY FCC

Los Angeles, Calif.—Musicast Inc. granted 100.3 mc, 58.5 kw unl. Post office address 666 S. Lafayette Park Place, Los Angeles 5. Estimated construction cost $26,900, first year operating cost $24,000, revenue $36,000. Principals include Pres. **J. B. Kiefer** (36%); Vice Pres. **William H. Tomberlin** (8%); **William C. Rau** (2%), and Vice Pres. **Albert Norton** (54%). Announced July 19.

Minneapolis, Minn.—WLOL-FM Corp. granted 97.1 mc, 18 kw. Post office address 554 Northwestern Bank Bldg., Minneapolis 2. Estimated construction cost $9,500, first year operating cost $17,000, revenue $24,000. WLOL-FM Corp. is 100% owned by BFR Bcstg. Corp., licensee of **WLOL-FM Minneapolis**, and 10% owner of **WRFW Eau Claire, Wis.** Announced July 19.

Charlottesville, Va.—U. of Virginia granted 91.3 mc (ch. 217), 10 w. Station is for non-commercial educational purposes. Announced July 19.

Mayaguez, P. R.—Radio Americas Corp. granted 97.5 mc., .406 kw unl. Post office address P. O. Box 43, Mayaguez. Estimated construction cost $3,600. Radio Americas Corp. is licensee of **WORA Mayaguez.** Announced July 19.

Existing Fm Stations . . .

ACTIONS BY FCC

KHOF (FM) Glendale, Calif.—Granted mod. of cp to change ERP to 16.5 kw; change ant. to 260 ft.; waived Sect. 3.205 of rules to permit station location to be designated as Los Angeles but with main studio in Glendale, and granted remote control operation of trans. from main studio. Announced July 19.

WFMS (FM) Indianapolis, Ind.—Granted mod. of cp to change ERP to 4.5 kw; change ant. to 110 ft.; change trans. and studio location; change ant. system, and redescribe ant. site. Announced July 24.

WDDS-FM Syracuse, N. Y.—Issued SCA to render supplemental service on simplex basis. Announced July 19.

KBGC (FM) Shawnee, Okla.—Authorizations forfeited, call letters deleted. (No license application for renewal filed.) Station was non-commercial educational outlet. Action July 20.

WMLP-FM Milton, Pa.—Cp cancelled and call letters deleted. (No license application filed.) Action July 20.

CALL LETTERS ASSIGNED

KSHS (FM) Colorado Springs, Colo.—School Dist. #11 in County of El Paso and State of Colorado, 90.5 mc, 610 w.

WHUS (FM) Storrs, Conn.—Board of Trustees, U. of Conn., 90.5 mc, 10 w.

WKIS (FM) Orlando, Fla.—Central Florida Bcstg. Co., 100.3 mc, 16.5 kw. Changed from WORZ-FM.

WDHF (FM) Chicago, Ill.—deHaam Hi Fi Inc., 95.5 mc, 30 kw.

APPLICATIONS

WDDS-FM Syracuse, N. Y.—Seeks SCA on simplex basis. Filed July 19.

KONO-FM San Antonio, Tex.—Seeks cp to make changes in licensed station: change ERP to 3.77 kw; change ant. height above average terrain to 416 ft., and make changes in ant. system. Filed July 23.

Ownership Changes . . .

ACTIONS BY FCC

WILD Birmingham, Ala.—Granted transfer of control of licensee corporation from **Sherwood R. Gordon** to Gordon Bcstg. Co. Corporate change. Announced July 24.

WFHK Eden, Ala.—Application seeking assignment of license returned. (Re names of assignor and proposed assignee.) Action July 19.

KWHN Fort Smith, Ark.—Granted involuntary transfer of control of licensee corporation from **Salome Nakdimen** and **J. N. Friedman**, executrix and executor, respectively, of estate of **H. S. Nakdimen**, deceased, to **Salome Nakdimen**, administratix of estate of **Hiram S. Nakdimen**. Announced July 24.

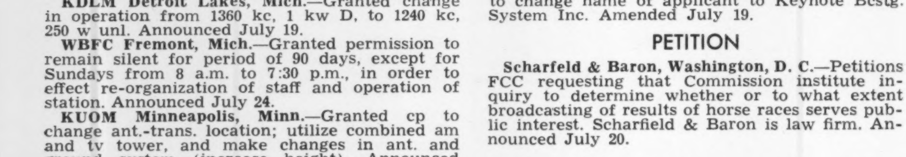
KBTM-TV Jonesboro, Ark.—Granted transfer of control to Central-South Sales Co. for $6,500. Principals are Pres. **John T. Griffin** (45%), pres.-56.5% stockholder of Tulsa Bcstg. Co., pres.-57.66% stockholder of **KOMA Oklahoma City**, chm. of board of Oklahoma Television Corp. **(KWTV [TV] Oklahoma City)**, which is 50% owned by KOMA Inc.; Vice Pres. **James C. Leake** (45%), vice pres.-3.6% stockholder of Tulsa Bcstg. Co., vice pres.-2% stockholder of KOMA, vice pres. of Oklahoma Television Corp., and Secy.-Treas. **Bryan Mathes** (10%), secy.-treas.-minority stockholder of Tulsa Bcstg. Co., KOMA and Oklahoma Television Corp. Announced July 19.

KLAC Los Angeles, Calif.—Granted assignment of license to Hall Bcstg. Co. Inc. for $850,000. Sole owner will be Mortimer W. Hall, present gen. mgr. of station, who is buying station from his mother **Dorothy Schiff Sonneborn**. Announced July 19.

KGEN Madera, Calif.—Granted assignment of cp to Glomor Music Broadcasters Inc. for $20,000. Principals are Pres. **Bob L. Moran** (38%), general manager-16%-owner of **KWLK Longview, Wash.**; Secy.-Treas. **Gloria L. Moran** (37%), wife of Bob Moran, and Vice Pres. **Donald L. Edwards** (25%), sales manager of KWLK. Announced July 19.

KJBS San Francisco, Calif.—Granted assignment of license to KJBS Broadcasters. Corporate change. Announced July 24.

KSFO San Francsico, Calif.—Granted assignment of license to KMPC, The Station of the Stars, for $951,333 in cash and assumption of



liabilities. Principals are **Gene Autry** and **Robert O. Reynolds**, owners of **KMPC Los Angeles.** Mr. Autry is also majority stockholder in **KOOL-AM-TV Phoenix, Ariz.**, and is part owner of **KOPO-AM-TV Tucson.** Announced July 19.

KCOK Tulare, Calif.—Granted assignment of license to KCOK Inc. Corporate change. Announced July 24.

KVEN Ventura, Calif.—Granted transfer of control of licensee corporation to **Carroll R. Hauser, John P.** and **Genevieve Hearne, Caroline Burke, Jack L.** and **Alyce N. Powell**, and **Sidney M. Held Jr.** Announced July 19.

KLOV Loveland, Colo.—Granted assignment of license to Vogel and Smock for $10,000. Principals are partners **William R. Vogel** (60%), salesman at **WTAD Quincy, Ill.**, and **Monroe T. Smock** (40%). Announced July 19.

KUBC Montrose, Colo.—Granted acquisition of positive control of licensee corporation by **George O. Cory** and **Wanda Lucille Cory** through purchase of stock from **Steward C. Lee** and **Eva C. Lee** for $15,420. The Corys will now be sole owners of station. Announced July 19.

WGMS-AM-FM Washington, D. C.—Granted assignment of license to RKO Teleradio Pictures Inc. for $400,000. RKO Teleradio Pictures, 100% owned by General Tire & Rubber Co., is majority stockholder of Mutual Bcstg. System, owns RKO Pictures Inc., and owns **WEAT-AM-TV West Palm Beach, Fla.**, and **WGTH-AM-TV Hartford, Conn.** RKO is also licensee of **KHJ-AM-FM-TV Los Angeles**, **KFRC San Francisco, WOR-AM-FM-TV New York, WNAC-AM-TV Boston**, and **WNBQ-AM-TV Memphis.** Announced July 19.

WIOD-AM-FM Miami, Fla.—Granted assignment of license to Biscayne Television Corp. for $404,128.80. Biscayne Tv Corp. is permittee of **WCKT (TV) Miami.** Announced July 19.

WTVT (TV) Tampa, Fla.—Granted acquisition of positive control of permittee corporation by WKY Radiophone Co. through purchase of 100% of outstanding stock from **W. Walter Tison, T. J. Bell, H. H. Baskin, B. G. Brumby, L. Maxcy**, et al. Purchase price is $3.5 million. Radiophone Co. is licensee of **WKY-AM-TV Oklahoma City, Okla.**, and **WSFA-AM-TV Montgomery, Ala.** Oklahoma Pub. Co. holds 99.6% interest. Announced July 19.

WNTM Vero Beach, Fla.—Granted assignment of license to WNTM Inc. Corporate change. Announced July 24.

WGAU-AM-FM Athens, Ga.—Granted assignment of license to Clarke Bcstg. Corp. for $105,000. Principals are equal owners **R. Randolph Holder**, former news director at **WRFC Athens**, and **John T. Lloyd**, former manager of WRFC. Announced July 19.

WMGE Madison, Ga.—Granted assignment of license to Dairyland Bcstg. Co. for $25,000 plus assumption of $9,700 debts. Principals are **W. C. Woodall Jr.** (40%), mgr.-50% owner of **WDWD Dawson, Ga.**, vice pres.-25% owner of **WGRA Cairo, Ga.**, vice pres.-14% owner of **WFPM Fort Valley, Ga.**, pres.-33% owner of **WIMO Winder, Ga.**, pres.-50% owner of **WGSW Greenwood, S. C.**, and vice pres.-25% owner of Radio Manchester Inc., applicant for new am in Manchester, Ga.; **Mrs. O. G. Swindle Sr.** (40%), vice pres.-33.3% owner of WIMO and vice pres.-16.6% owner of WGSW; **O. G. Swindle Jr.** (10%); **C. P. Raybon** (5%), and **W. R. Foster** (5%). Announced July 19.

WFIE (TV) Evansville, Ind.—Granted acquisition of positive control of permittee corporation by WAVE Inc. through purchase of 100% of outstanding stock from Grand Carlton Corp., et al. Grand Carlton controls station's licensee, Premier Television Inc., through ownership of 96.6% of stock. Purchase price is $586,937. WAVE Inc. owns **WAVE-AM-TV Louisville, Ky.** Principal stockholder is Pres. **George W. Norton Jr.** (98.4%). Announced July 19.

WDBQ-AM-FM Dubuque, Iowa—Granted transfer of control of licensee corporation to **John J.** and **Thomas B. Roshek**, present minority stockholders. The Roshek brothers are buying 330 shares from licensee's president, **Charles T. Landon.** The Roshek brothers now will hold 50%. Purchase price is $57,750. Announced July 19.

KCOG Centerville, Iowa; KFAD Fairfield, Iowa—Granted acquisition of control of licensee corporation by **Jeanette Burch** through transfer of 50.9% from **S. A. Chesley** for cancellation of $6,000 in liabilities. **Jeanette Burch** will now hold 77%. Announced July 19.

WNAW North Adams, Mass.—Granted assignment of license to Berkshire Bcstg. Co. for $15,000. Principals include Pres.-Asst. Treas. John T. Parsons (49%), former manager of **WHYN-TV Springfield, Mass., WBRK-WMGT (TV) Pittsfield, Mass.**, and Vice Pres.-Treas. **James W. Miller** (49%), stockholder, **WESO Southbridge, Mass.**, permittee of new am in Orange, Mass., and applicant for new am to operate in Milford, Mass. Application for removal of WNAW to Great Barrington, Mass., was granted simultaneously. Announced July 19.

WALM Albion, Mich.—Granted relinquishment of control of license corporation by **J. M. Moses** and **J. C. Bedient** for $10,556. Announced July 19.

WESTERN MICHIGAN'S
[illegible] WATTS Day and Night
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

WEGA Newton, Miss.—Granted assignment of license to Newton Bcstg. Co. for $8,300 cash plus assumption of $8,700 in obligations to Gates Radio & Utility Tower Co. Principals are **E. O. Roden** (40%), owner of **WBIP Boonville, Miss.**, 30% owner of **WTUP Tupelo, Miss.**, 50% owner of **WAZF Yazoo City, Miss.**, 50% owner of **WSUH Oxford, Miss.**, and 50% owner of **WMPA Aberdeen, Miss.**; **James E. Reese** (20%), 25% owner of WMPA and general manager of WTUP; **W. I. Dove** (10%), 40% owner of WTUP, 17% owner of WZAF and 17% owner of WSUH; **Zane E. Roden** (10%), and **Bruce H. Gresham** (10%), general manager of WAZF and **WCLD Cleveland, Miss.** Announced July 19.

KOTS Deming, N. M.—Granted assignment of license to Luna County Bcstg. Co. for $6,000. Partner **Hugh S. Thomas** is dropping out of organization. Principals now will be **Edwin E. Merriman** (50%), 33.3% owner of **KOBE Las Cruces, N. M.**, and **Robert W. Tobey** (50%), 33.3% owner of KOBE. Announced July 24.

KWNA Winnemucca, Nev.—Application seeking transfer of stock from **Lester W. Pearce** to **Rudolph Schwartz** returned. (Unnecessary.) Action July 19.

WGBB Freeport, N. Y.—Granted assignment of licensee corporation from **Oscar J. Nollett, Moses Hornstein, Norman F. Penny, Augustus B. Weller** and **Sidney Friedman** to Huntington-Montauk Bcstg. Co. for $100,000. Huntington-Montauk is licensee of **WGSM Huntington, N. Y.** Application for cp to move WGSM to Deer Park, N. Y., now pending at FCC. Announced July 19.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y.—Granted tramsfer of control to Transcontinent Television Corp. for $5.1 million. Transcontinent principals are Chm. of Board **Paul A. Schoellkopf Jr.**; Pres. **David Channing Moore**; Chm. of Executive Committee **J. Fred Schoelkopf IV**; Vice Pres. **David G. Forman**, and Vice Pres. **Seymour Knox III**. These principals control 50% interest. Other 50% is to be owned by General Railway Signal Co., manufacturer of railroad signaling devices. Transcontinent and **Hamilton Shea** each hold 50% of Tudor Enterprises Inc., which recently purchased **WSVA-AM-TV Harrisonburg, Va.** Announced July 19.

WHAM, WHFM (FM) Rochester, N. Y.—Granted assignment of license to Riggs & Greene Bcstg. Corp. for $500,000. Riggs & Greene Bcstg. Corp. is wholly owned by Riggs & Greene Inc. (John S. Riggs [50%], and F. Robert Greene [50%]). Riggs & Greene Inc. is licensee of **KVOR Colorado Springs, Colo.** Messrs. Riggs and Greene also own **WAIR-AM-FM Winston-Salem, N. C.** Mr. Riggs also is 26.6% owner of **WELM Elmira, N. Y.** Announced July 19.

WMYN Mayodan, N. C.—Granted assignment of cp to Mayo Bcstg. Corp. for $500. Mayo operated **WFMB-FM Mayodan** from 1949 to 1954. Announced July 19.

WHUM-AM-TV Reading, Pa.—Granted transfer of 61% interest from **Paul A. Plickinger** et al. to **Jessie P. Greig** et al. as voting trustees. Announced July 24.

WERI Westerley, R. I.—Granted transfer of control of licensee corporation from **William F. Malo Sr.** and **William F. Malo Jr.**, and families, to **Edwin B. Estabrook Jr.** for $69,000. Mr. Estabrook is former NBC-TV producer. Announced July 19.

WBAW Barnwell, S. C.—Granted assignment of cp and license to Radio WBAW Inc. for $45,000. Principals are Pres. **J. A. Gallimore** (30%), Vice Pres. **Virginia F. Gallimore** (30%), and Secy.-Treas. **Joseph B. Wilder** (40%). Announced July 19.

WPAL Charleston, S. C.—Granted assignment of license to Speidel-Fisher Bcstg. Corp. of Charleston for $111,000. Principals are equal owners **Albert T. Fisher Jr.** and **Joe Speidel III.** Speidel-Fisher owns and operates **WOIC Columbia, S. C.**, and owns 75% of **WQOK Greenville, S. C.** Announced July 19.

WPFD Darlington, S. C.—Granted assignment of license to Central Bcstg. Co. for $37,500. Central owns **WCGC Belmont, N. C.** Announced July 19.

WJOT Lake City, S. C.—Application seeking transfer of control of licensee corporation returned. (Filed on wrong form.) Action July 19.

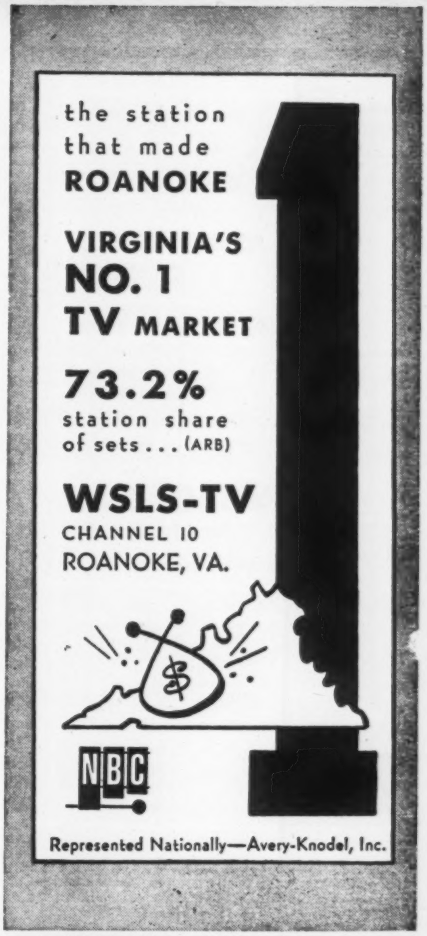
WDXB Chattanooga, Tenn.—Granted assignment of license to French Inc. for $100,000. Principals are **Carlin S. French** (90%), 22% owner of H-R Representatives Inc., 33.3% owner of **WATO Oak Ridge, Tenn.**, and 10% owner of **WLAF Lafollette, Tenn.**, and **Stephen C. French** (10%), manager of **WNOE New Orleans.** Announced July 19.

WMES Union City, Tenn.—Granted assignment of cp to Obion County Bcstg. Co. for $536. Principals are equal partners **Joseph H. Harpole**, dentist, and **William H. Parks**, farm owner and operator. Announced July 19.

WCDT Winchester, Tenn.—Granted assignment of license to Franklin County Radio & Bcstg. Co. for $45,000. Franklin County Bcstg. Co., assignee, wishes to dispose of WCDT in order that **Ernest F. Richards** might withdraw his interest. Principals now will be Vice Pres. **William F. Yarbrough** (33.3%), **Pres. F. V. Frassrand** (33.3%), and Secy.-Treas. **Harry W. Sullivan** (33.3%). Announced July 19.

KSWA Graham, Tex.—Granted assignment of license to Webb Enterprises for $30,000. Principals are equal partners **J. Earl Webb** and his brother **Gilbert T. Webb**, who have application filed at FCC seeking new am at San Saba, Tex. Announced July 19.

KEYE Perryton, Tex.—Granted transfer of 32%



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interest in licensee corporation from **Francis B. Sumpter** to **Virby Conley** for $20,000. Announced July 19.

KRGV-TV Weslaco, Tex.—FCC denied petition by **H. C. Cockburn** for reconsideration directed against grant without hearing of application for relinquishment of positive control of KRGV-TV by **O. L. Taylor** through sale of 50% interest to The LBJ Co. Announced July 19.

WACH-AM-TV Newport News, Va.—Granted assignment of license of WACH and cp for WACH-TV to United Bcstg. Co. of Eastern Virginia Inc. for $54,000. United is 100% owned by Friendly Bcstg. Co. Richard Eaton is president of United. Other Richard Eaton interests are **WOOK-AM-TV Washington, WJMO Cleveland, WSID-AM-FM** and **WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville,** both Maryland, and **WANT Richmond,** Va. Announced July 19.

WKTF Warrenton, Va.—Granted assignment of cp to WKTF Inc. Station is being assigned by **Oliver M.** and **Martha Rountree Presbrey** as partners of Old Dominion Bcstg. Co. in consideration of issuance to them of 20 shares each of common voting stock of WKTF Inc., together with agreement of Northern Va. Broadcasters Inc., which will hold 50% interest, that it will loan up to $15,000 to WKTF Inc. for construction and operation of station. Principals include **Martha Rountree Presbrey** (25%), 100% owner of Rountree-Presbrey Productions Inc.; **Oliver M. Presbrey** (25%), and Northern Virginia Broadcasters Inc. (50%). Northern Va. operates **WARL-AM-FM Arlington, Va.,** and is owned by **Cy Blumenthal**. Announced July 19.

KAPA Raymond, Wash.—Granted assignment of license to Willapa Bcstg. Co. for $25,000. Principals are **Robert E. Claunch** (33.3%), sales promotion, Liggett & Myers Tobacco Co.; **J. W. Reavley** (33.3%), advertising sales representative, Pacific Telephone & Telegraph Co., and **R. W. Regan** (33.3%), construction engineer. Announced July 19.

KTEL Walla Walla, Wash.—Granted acquisition of control of licensee corporation by **Jack Keating** through purchase of 60% interest from **Harold C.** and **Estelle F. Singleton** for $53,900. Mr. Keating will be sole owner. Announced July 19.

WMBV-TV, WMAN Marinette, Wis.—Granted assignment of license to Guild Films Inc. for $287,000 cash, plus assumption of $407,000 in long-term liabilities. Guild Films is New York tv film syndicator. Guild principals are Pres. **Reub Kaufman** and his wife (7.5%). Announced July 19.

WPLY Plymouth, Wis.—Granted assignment of license to WPLY Inc. for $44,000. Principals are Pres. **Milton Maltz** (47.5%), employe at **WKHM Jackson, Mich.**; Secy.-Treas. **Robert Wright** (47.5%), employe at WKHM, and Vice Pres. **Samuel Rieder** (5%), employe at WKHM. Announced July 19.

KMVI-AM-TV Wailuku, Hawaii—Granted acquisition of positive control of licensee corporation by **Walter C. Cameron,** present 41.7% owner. Mr. Cameron bought 41.267% from Maui Pineapple Co. for $30,950 Announced July 24.

APPLICATIONS

KFOX-AM-FM Long Beach, Calif.—Seeks assignment of license to Hogan Bcstg. Corp. for $536,000. Hogan Bcstg. Corp. is 100% owned by **Arthur B. Hogan,** 25% owner of **KULA-AM-TV Honolulu**. Offer has been made by Crowell-Collier to purchase **KULA** and accepted. Mr. Hogan is also 50% owner of Albert Zugsmith Corp., which owns 36.6% of Continental Telecasting Corp., licensee of **KRKD-AM-FM Los Angeles**. Continental also owns Cosmopolitan Bcstg. Corp., licensee of **KITO San Bernardino, Calif**. Mr. Hogan plans to dispose of his indirect, minority ownership in Continental. He also owns 37.5% of Intercontinental Bcstg. Corp., whose application seeking purchase of **KVSM San Mateo, Calif.,** is pending at FCC. Filed July 23.

WKRO Cairo, Ill.—Seeks transfer of control to The Cairo Bcstg. Co. Transfer is to show addition of **Geraldine F. Hirsch, Robert O. Hirsch, James F. Hirsch** and **Marjorie Ann Hirsch,** each holding 1.66%. Oscar C. Hirsch, sole owner, then will hold 93.33%. Filed July 23.

KRMD-AM-FM Shreveport, La.—Seeks assignment of license to **T. B. Lanford** tr/as Radio Station KRMD for $7,262 assumption of liabilities. Mr. Lanford is buying out his partners **R. M. Dean** and **Viola Lipe Dean Trust**. Filed July 20.

WMCN (TV) Grand Rapids, Mich.—Seeks transfer of control of permittee corporation from **E. A. McCready Sr., E. A. McCready Jr.** et al. to H & E Balaban Corp. The McCreadys are transfering 40%. H. & E. Balaban also is acquiring 6.6% from 40% owner Pres. **John D. Loeks** and 3.6% from 20% owner Secy. **Howard W. Freck**. Consideration is $7,500. H & E Balaban Corp. owns 50% of **WICS (TV) Springfield, Ill.,** 50% of **WTVO (TV) Rockford, Ill.,** and 100% of Birmingham Television Corp., applicant for ch. 42 in Birmingham, Ala. Filed July 19.

WTIK Durham, N. C.—Seeks assignment of license to Mid-Carolina Bcstg. Co. for $39,000 cash. Mid-Carolina is licensee of **WSAT Salisbury, N. C.** Filed July 19.

WMUR-TV Manchester, N. H.—Seeks transfer of control of permittee and licensee corporation from **Francis P. Murphy** to Storer Bcstg. Co. for $850,000 in cash and asumption of liabilities. Storer has offered to divest itself of one of its vhf outlets "if required to do so." Storer, whose purchase of ch. 3 **KSLM-TV Salem, Ore.,** is still pending FCC approval, owns am, fm and tv stations in Miami, Detroit, Toledo, Cleveland, and Atlanta; am and tv stations in Birmingham, Ala., tv in Portland, Ore., and am-fm in Wheeling, W. Va. Filed July 19.

WDOK-AM-FM Cleveland, Ohio—Seeks acquisition of control by Frederick Wolf through purchase of 27.27% from **R. Morris Pierce,** who is dropping out of station. Consideration is $30,000. Mr. Wolf will now hold 56.36%. No other stockholder holds as much as 10%. Filed July 23.

Hearing Cases . . .

FINAL DECISION

Hartford, Conn.—FCC granted application of The Travelers Bcstg. Service Corp. for new tv to operate on ch. 3 in Hartford and denied competing application of Hartford Telecasting Co. Grant is subject to condition that Commission may, without further proceedings, substitute for ch. 3 such other channel as may be assigned to Hartford instead of ch. 3 in rule-making proceedings now pending. Subject to further condition that no construction shall be commenced before conclusion of rule-making proceedings. Announced July 25.

INITIAL DECISION

Coos Bay, Ore.—Hearing Examiner H. Gifford Irion issued Initial Decision looking toward grant of application of KOOS Inc. for new tv to operate on ch. 16 in Coos Bay. Announced July 20.

OTHER ACTIONS

WXYZ Detroit, Mich.—FCC denied motion of WXYZ to enlarge issues in proceeding on application of News On the Air Inc. for new am in Port Clinton, Ohio. Announced July 19.

McKeesport, Pa.—FCC denied petitions of Wespen Television Inc. and Television City Inc. seeking reopening of record in McKeesport ch. 4 proceedings, and, on Commission's own motion, reopened record for purpose of noting fact of death of Irwin S. Wolf, which fact is incorporated into record, and record is closed and parties will file their exceptions to Initial Decision by Aug. 20. Proceeding involves competing applications of Television City Inc.; WCAE Inc., Wilkinsburg, Pa.; Matta Enterprises; Wespen Television Inc., and Irwin Community Television Co. Announced July 19.

Beaumont, Tex.—FCC announced its Memorandum Opinion and Order of July 20, which, pursuant to Court mandate, reopened record in proceeding on applications of The Enterprise Co. and Beaumont Bcstg. Co. for new tv to operate on ch. 6 in Beaumont; remanded to examiner for further hearing on specified issues and for preparation of Initial Decision; granted petition by Enterprise insofar as relief requested is afforded by Memorandum Opinion and Order. Commissioner Craven abstained from voting. Announced July 23.

Port Arthur, Tex.—FCC denied those portions of petition to intervene and petition for stay or alternative relief filed by **WPFA-TV Pensacola, Fla.,** ch. 15, and **KTAG-TV Lake Charles, La.,** ch. 25, which are directed to comparative proceeding on applications of Port Arthur College, Smith Radio Co. and Jefferson Amusement Co. for new tv to operate on ch. 4 in Port Arthur. Announced July 19.

Bristol, Va.—FCC denied petition by Tri-Cities Television Corp. for stay of construction of new tv station by Appalachian Bcstg. Corp. to operate on ch. 5 in Bristol. (Tri-Cities has pending petition for reconsideration of Commission April 13 decision granting Appalachian and denying competing application of Tri-Cities Television Corp.) Announced July 19.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican stations modifying appendix containing assignment of Mexican stations attached to recommendations of North American Regional Bcstg. Agreement Meeting Jan. 30, 1941.

Mexican Change List #192 **June 9, 1956**

970 kc

XEOW Mezatlan, Sinaloa—New. 1 kw D, 250 w N, ND, unl. Class IV. 12-9-56.

1010 kc

XEIA Todos Santos, Baja California—Delete assignment. 250 w, ND, D. Class II. 5-17-56.

1120 kc

XETR Ciudad Valles, San Luis Potosi—Delete assignment (vide 1360 kc). 1 kw, ND, D. Class II. 12-9-56.

1270 kc

XEJJ Jalapa, Veracruz—Delete assignment (vide 1550 kc). 12-9-56.

XEZU Zacapu, Michoacan—Increase D power. 1 kw D, 250 w N, ND, unl. Class IV. 8-9-56.

XEJQ San Luis Rfo Colorado, Sonora—New. 250 w D, ND, D. Class IV. 12-9-56.

1340 kc

XEKH Ciudad del Carmen, Campeche—New. 250 w, ND, unl. Class IV. 12-9-56.

1360 kc

XETR Ciudad Valles, San Luis Potosi—New. 5 kw, ND, D. Class III. 12-9-56.

1420 kc

XEOW Mazatlan, Sinaloa—Delete assignment (vide 970 kc). 12-9-56.

1450 kc

XESD Huatabampo, Sonora—New. 1 kw D, 250 w N, ND, unl: Class IV. 12-9-56.

XEKG Chilpancingo, Guerrero—New. 1 kw D, 250 w N, ND, unl. Class IV. 12-9-56.

XEJL Minatitlan, Veracruz—New. 250 w, ND, unl. Class IV. 12-9-56.

1490 kc

XEED Ameca, Jalisco—New. 250 w, ND, unl. Class IV. 12-9-56.

XEJV Hustamo, Michoacan—New. 250 w, ND, unl. Class IV. 12-9-56.

1510 kc

XEKI Villa de Seris, Sonora—New. 250 w D, ND, D. Class II. 12-9-56.

1550 kc

XEJJ Jalapa, Veracruz—New. 50 kw, DA-N, unl. Class 1-B. 12-9-56.

Mexican Change List #193 **June 29, 1956**

590 kc

XEFD Rio Bravo, Tamaulipas—Change in call letters and location. 5 kw, ND, D. Class II. Class IV. 12-29-56.

1170 kc

XERT Reynosa, Tamaulipas—Change in call letters and location. 5 kw ND, D. Class II. 12-29-56.

1270 kc

XEKO San Luis Rio Colorado, Sonora—Change in call letters from XEJQ, ND, D. Class IV. 6-29-56.

1340 kc

XEDB Ciudad Obregon, Sonora—Change in call letters from XECX. 250 w ND, unl. Class IV. 6-29-56.

1420 kc

XEEW Matamoros, Tamaulipas—Increase power. 1 kw, DA-1, unl. Class III. 9-29-56.

1450 kc

XEKM Minatitlan, Veracruz—Change in call letters from XEJV. 250 w, ND, unl. Class IV. 6-29-56.

1490 kc

XEKN Huetamo, Michoacan—Change in call letters from XEJV. 250 w ND, unl. Class IV. 6-29-56.

1520 kc

XECX Tehuacan, Puebla—Change in call

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BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

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James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

letters from XEDB. 250 w, ND, unl. Class II. 6-29-56.

1590 kc

XEKC Mexicali, Baja California—Reduce N power. 5 kw D, 1 kw N, ND, unl. Class III. 6-29-56.

Notification of new Cuban stations and of changes, modifications and deletions of existing stations, in accordance with Part III, Sec. F, of North American Regional Bcstg. Agreement, Washington, D. C., 1950.

Cuba Change List #4 **July 3, 1956**

950 kc

CMDJ Gauntanamo, Oriente—Assignment of call letters. 250 w, ND, unl. Class IV.

1350 kc

CMKY Puerto Padre, Oriente—Increase power (PO: 100 w, vide: 1340 kc NARBA). 250 w, ND, unl. Class IV.

Routine Roundup . . .

July 19 Decisions

TV BROADCAST ACTIONS
By the Commission

PETITIONS FOR RULE MAKING DISMISSED OR DENIED

Fresno, Calif.—Commission dismissed petition of **KBIF Fresno** and terminated rule-making proceeding in Docket 11362 initiated by KBIF's petition to make ch. 18 Fresno available for commercial use by changing educational reservation there from ch. *18 to ch. *53, or alternatively to interchange ch. 30 (presently assigned to Madera) with ch. 53 at Fresno. Changes under consideration in this proceeding are included in pending Frenso "deintermixture" proceeding in Docket 11759.

Peoria, Ill.—Dismissed petition by **WEEK-TV Peoria,** ch. 43, to substitute ch. 25 for ch. 43 in Peoria by exchanging ch. 77 for ch. 40 at Galesburg, Ill., and to issue Show Cause Order to specify operation by WEEK-TV on ch. 25 instead of ch. 43. Changes proposed in this petition are included in pending Peoria deintermixture proceeding in Docket 11749.

Springfield, Ill.—Dismissed petition by **WCIA (TV) Champaign-Urbana, Ill.,** ch. 3, to assign ch. 39 to Springfield by substituting ch. 49 for ch. 53 in Lincoln. (Included in Springfield deintermixture proceeding in Docket 11747.)

Fairfield, N. Y.—Denied petition by Mohawk Valley Television Inc. to assign ch. 2 as "drop-in" in Fairfield. Commission feels that this area is one which especially conduces to growth of uhf service and addition of second vhf station in area at this time would tend to inhibit such growth.

Wenatchee, Wash.—Denied petition by **KPQ Wenatchee,** to assign ch. 12 to Wenatchee. Would necessitate co-channel spacing shorter than minimum requirements.

Mt. Airy, N. C.—Denied petition by Paul E. Johnson, Mt. Airy, to assign ch. 8 instead of ch. 55 at Mt. Airy and to amend sects. 3.610 and 3.614 to reduce minimum separation requirements.

Winston-Salem, N. C.—Deined petition of **WTOB-TV Winston-Salem,** ch. 26, to assign ch. 8 to that city and amend Sects. 3.610 and 3.614 to reduce minimum separation requirements.

Harrisburg, Ill.—Denied petition **WSIL-TV Harrisburg,** ch. 22, to delete ch. 13 from Bowling Green, Ky., and substitute that channel for ch. 22 at Harrisburg, with Order to Show Cause to specify operation by WSIL-TV on ch. 13 in lieu of ch. 22. Since petition was filed, two applications have been filed for ch. 13 in Bowling Green.

RULE-MAKING PROPOSED CHANGES

Commission invites comments to following proposals for changes in tv table of assignments:

N. Y.-Pa.—To further Proposed Rule-Making enlarging proceeding on proposal by **WGR-TV Buffalo, N. Y.** ch. 2, to add ch. 26 to Shinglehouse, Pa., add ch. 37 to Clymer, N. Y., and substitute ch. 62 for ch. 37 in Meadville, Pa., to include conflicting proposals by (1) **WLYC Williamsport, Pa.,** to add ch. 26 to Williamsport; (2) **WNOW-TV York, Pa.,** ch. 49, to switch ch. 21 from Lancaster to York and ch. 49 from York to Lancaster; (3) **WPTA Harrisburg,** ch. 71, to switch ch. 21 from Lancaster to Harrisburg; switch ch. 71 from Harrisburg to Lancaster, and substitute ch. 26 for ch. 36 in Williamsport; and (4) **WSBA-TV York,** ch. 43, to switch ch. 21 from Lancaster to York and ch. 43 from York to Lancaster. Comments due Aug. 22.

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Tex.-La.—By Lee Scarborough, Nacogdoches, Texas, to assign ch. 19 to Nacogdoches by deleting it from Tyler, Texas, and Lake Charles, La. This would be accomplished by substituting ch. 61 in Tyler and ch. *66 (educational) in Lake Charles. Comments due Aug. 22.

Monahans, Tex.—By Video Independent Theatres Inc. to substitute ch. 35 for ch. 9 in Monahans in order to assign ch. 9 in Nadine, N. M. Comments due Aug. 22.

Missoula, Mont.—By **KBTK Missoula,** to assign ch. 8 to that city, substituting ch. 9 for ch. 8 in Kalispell, and substitute ch. 23 for ch. 9 in Sandpoint, Idaho. Missoula would then have chs. 8, *11 (educational), 13 and 21. Commissioners Hyde and Mack dissented. Comments due Aug. 22.

Fort Wayne, Ind.—By **WINT (TV),** ch. 15, assigned to Angola but operating with studio at Waterloo, Ind. to assign that channel to Fort Wayne by removing it from Angola and substituting ch. 77 at latter place. Comments due Aug. 22.

Evansville, Ind.—WFIE (TV) Evansville to shift ch. 62 from Evansville to Owensboro, Ky., and shift ch. 14 from Owensboro to Evansville, with resultant changes from ch. 14 to ch. 25 in Festus, Mo., and from ch. 62 to ch. 56 in Shelbyville, Tenn. Comments due Sept. 10.

Coos Bay, Ore.—Conflicting proposals by (1) Grizzly Television Inc. to assign ch. 11 to Prineville, Ore., and (2) by Pacific Television Inc., Coos Bay, to assign ch. 11 to Coos Bay, by deleting it from Yreka, Calif., and giving latter ch. 19 instead. Commissioner Doerfer abstained from voting. Comments due Aug. 22.

MORE FLEXIBILITY IN TV CHANNEL ASSIGNMENTS

Commission amended Sec. 3.611(a) of its Tv Broadcast Rules, effective Aug. 27, to permit channel assignments on basis of showings that spacings measured from trans. sites meet minimum assignment spacing and principal city coverage requirements. (Comr. Doerfer dissented.) In so doing, Commission concluded that there is no need to limit relaxation of assignment spacing requirements to 5 miles nor to cases where authorized trans. site is available for use as reference point in communities to which measurements must be made, as originally proposed May 23 in this rule-making proceeding (Docket 11714). This view was reflected in its Report and Order of June 26 in general tv proceeding (Docket 11532).

While this relaxation of rule will provide no cure-all for tv's problems, it will provide needed flexibility in making channel assignments which will permit additional service and more effective competition among stations in some communities. It does not involve reduction in mileage separations between trans. sites; it relates only to making assignments available to communities.

Fort Wayne, Ind.—Commission finalized rule-making in related proceeding and shifted ch. 21 plus from Huntington to Fort Wayne, Ind., under such flexibility. (Comr. Doerfer dissented.)

EDUCATIONAL RESERVATION SHIFTED FROM VHF TO UHF

Commission finalized rule-making in Docket 11515 and shifted educational reservation in College Station, Tex., from vhf to uhf, effective Aug. 27. Ch. *3 was removed from educational use in that city and was replaced by ch. *48; and ch. 3 was assigned Bryan-College Station for commercial use. Comrs. McConnaughey (Chairman) and Hyde dissented; Comr. Mack abstained from voting.

There was no evidence that this channel would be utilized by educational interests in foreseeable future. This is first instance where vhf reservation has been replaced by uhf channel.

RULE-MAKING FINALIZED

By Report and Order in rule-making in Docket 11369, Commission denied (1) proposal by **KSEM Moses Lake, Wash.,** to assign ch. 8 to Moses Lake by removing it from Walla Walla and assign ch. 11 instead to Walla Walla with change in offset requirement of ch. 11 in Tacoma, Wash., from 11 plus to 11 minus, and (2) counterproposal by **KBAS-TV Ephrata, Wash.,** ch. 43, seeking various changes designed to deintermix vhf and uhf assignments in that general area; and on Commission's own initiative, assigned ch. 61 to Moses Lake, effective Aug. 27. Comr. Doerfer abstained from voting.

UHF CONSTRUCTION PERMITS EXTENDED TO OCT. 16, 1956

Extensions of time to construct uhf tv stations are being limited to three months by Commission where permittees of these stations indicate that construction or operation is being put off because of economic uncertainties facing uhf tv stations. Commission is granting this extension to allow such permittees opportunity to re-evaluate their plans in light of Commission's Report and Order of June 25.

July 19 Decisions

BROADCAST ACTIONS
By the Commission

Actions of July 18

Renewal of Licenses

Following were granted renewal of licenses on regular basis.

KCBD-TV Lubbock, Tex.; KCEN-TV Temple, Tex.; KCMC-TV Texarkana, Tex.; KDUB-TV Lubbock, Tex.; KENS-TV San Antonio, Tex.; KFDX-TV Wichita Falls, Tex.; KLTV (TV) Tyler, Tex.; KPRC-TV Houston, Tex.; KTBC-TV Austin, Tex.; KTXL-TV San Angelo, Tex.; WBAP-TV Fort Worth, Tex.; WOAI-TV San Antonio, Tex.; KANN Sinton, Tex.; KBLP Falfurrias, Tex.; KBUD Athens, Tex.; KCBD Lubbock, Tex.; KCLW Hamilton, Tex.; KCUL Fort Worth, Tex.; KEXX San Antonio, Tex.; KFDA Amarillo, Tex.; KHBR Hillsboro, Tex.; KINE Kingsville, Tex.; KIOX Bay City, Tex.; KJET Beaumont, Tex.; KNOW Austin, Tex.; KORA Bryan, Tex.; KOSA Odessa, Tex.; KPLT Paris, Tex.; KPRC-AM-FM Houston, Tex.; KRBC Abilene, Tex.; KRGV Weslaco, Tex.; KRIC-AM-FM Beaumont, Tex.; KRIG Odessa, Tex.; KSIJ Gladewater, Tex.; KTEM Temple, Tex.; KWED Seguin, Tex.; KECK Odessa, Tex.; KROD El Paso, Tex.; KVIC Victoria, Tex.; KVOW Littlefield, Tex.; KBST Big Spring, Tex.; KBEC Waxahachie, Tex.; KCNY San Marcos, Tex.; KEBE Jacksonville, Tex.; KEPO El Paso, Tex.; KERV Kerrville, Tex.; KFDM Beaumont, Tex.; KFST Ft. Stockton, Tex.; KFYN Bonham, Tex.; KFYO Lubbock, Tex.; KGNC Amarillo, Tex.; KGVL Greenville, Tex.; KLVL Pasadena, Tex.; KMLW Marlin, Tex.; KPAN Hereford, Tex.; KTXJ Jasper, Tex.; KVKM Monahans, Tex.; KXOL Fort Worth, Tex.; KACC-FM Abilene, Tex.; KNER (FM) Dallas, Tex.; KVOF-FM El Paso, Tex.; KDLM Detroit Lakes, Minn.; WFAA-TV Dallas, Tex.; KRLD-AM-FM-TV Dallas, Tex.; KAMQ Amarillo, Tex.; KCOR San Antonio, Tex.; KELP El Paso, Tex.; KDLK Del Rio, Tex.; KSKY Dallas, Tex.; KXYZ Houston, Tex.; KZIP Amarillo, Tex.; KDUB Lubbock, Tex.; KFJZ Fort Worth, Tex.; KLIF Dallas, Tex.; KLLL Lubbock, Tex.; KNEL Brady, Tex.; KRCT Baytown, Tex.; KUNO Corpus Christi, Tex.; KVLB Cleveland, Tex.; KMBL Junction, Tex.; KONO-AM-FM San Antonio, Tex.

July 19 Applications

Accepted for Filing

Modification of Cp

KERO-TV Bakersfield, Calif.—Seeks mod. of

what's got
all
the news
&
flies?
B•T via air mail
See page 101

cp (which authorized new tv) for extension of completion date to Dec. 15.

WJMR-TV New Orleans, La.—Seeks mod. of cp (which authorized new tv) for extension of pletion date to Feb. 2, 1957.

WLOS-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 15, 1957.

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Oct. 1, 1956.

WBIQ Birmingham, Ala.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1.

WISC-TV Madison, Wis.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 7, 1957.

KBVM Lancaster, Calif.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WCAR Detroit, Mich.—Seeks mod. of cp (which authorized changes in existing am) for extension of completion date.

WBRG Lynchburg, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WKAR-TV East Lansing, Mich.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 15, 1957.

KCEB (TV) Tulsa, Okla.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KAWT Douglas, Ariz.; KELY Ely, Nev.; KQUE Albuquerque, N. M.; KSUB Cedar City, Utah; KLGN Logan, Utah; KTYL Mesa, Ariz.; KSEI Pocatello, Idaho; KHOB Hobbs, N. M.; KFTV Paris, Tex.; KOKE (FM) San Antonio, Tex.; KUSC (FM) Los Angeles, Calif.; WITJ (FM) Ithaca, N. Y.; KOZE Lewiston, Idaho; KRXK Rexburg, Idaho; KWRN Reno, Nev.; KLMX Clayton, N. M.

Renewal of Licenses Returned

KPST Preston, Idaho (Dated after verification.)

KOVO Provo, Utah (Sec. II dated after verification.)

Remote Control

KSAN San Francisco, Calif.; WCNH Quincy, Fla.; WJBC Bloomington, Ill.; KFJB Marshalltown, Iowa; KELY Ely, Nev.

July 20 Decisions

TV BROADCAST ACTIONS

By the Commission

Actions of July 19

RULE-MAKING PROPOSED CHANGES

Commission invites comments to following proposals for changes in tv table of assignments:

Helena, Mont.—By Penn Engineering Co., Bozeman, Mont., to delete ch. 12 from Helena and add it to Bozeman. Helena would retain ch. 10 and Bozeman would then have chs. *9 (educational), 12 and 22. As alternative proposal, Commission proposed to shift educational reservation in Bozeman from ch. *9 to *22. Comments are due Aug. 22.

Charleston, S. C.—Proposal to assign ch. 5 in Columbia, S. C., by substituting either ch. 4 or ch. 7 in Charleston, which would require shifting existing station **WCSC-TV Charleston** from ch. 5 to either ch. 4 or ch. 7. Basic petitioner in this case, Palmetto Radio Corp., permittee of station **WNOK-TV Columbia,** ch. 67, requested ch. 5 to be shifted from Charleston to Sandy Run, S. C. Comments are due Sept. 10. Comr. Craven abstained from voting.

Peoria, Ill.—To Further Proposed Rule-Making in Docket 11749 to add ch. 31 to Peoria. Outstanding rule-making in this proceeding would deintermix Peoria to make it all-uhf by deleting only vhf ch. (8) and adding 25, thus giving city chs. 19, 25, *37 (educational) and 43. Additional uhf ch. 31 is now proposed. Comments are due Sept. 10. Comr. Doerfer abstained from voting.

Springfield, Ill.—To Further Proposed Rule-Making in Docket 11747 to add ch. 26 to Springfield, Ill. Outstanding rule-making in this proceeding would deintermix Springfield to make all uhf by deleting only vhf ch. (2) and giving it to St. Louis, Mo., and adding uhf ch. 39 to Springfield, thus giving city chs. 20, 39 and *66 (educational). Additional uhf ch. 26 is now proposed. Comments are due Sept. 10.

PETITION FOR RULE-MAKING DENIED

Des Moines, Iowa—Commission denied petition by **WGTV (TV) Des Moines,** ch. 17, to shift educational reservation in that city from ch. *11 to uhf channel, which was subject of rule making in Docket 11401. Comrs. Bartley, Doerfer and Lee voted for change in educational reservation as requested.

July 20 Applications

Accepted for Filing

Modification of Cp

WDSU-TV New Orleans, La.—Seeks mod. of cp (which authorized changes in existing tv) for extension of completion date to Feb. 20, 1957.

KVOO-TV Tulsa, Okla. — Seeks mod. of cp (which authorized new tv) for extension of completion date to May 1, 1957.

KELO-TV Sioux Falls, S. D.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 12.

Renewal of Licenses

KPTL Carson City, Nev.; KOTS Deming, N. M.; KOBE Las Cruces, N. M.; KTNM Tucumcari, N. M.

Renewal of Licenses Returned

KABQ Albuquerque, N. M. (Dated wrong.)

July 23 Applications

Accepted for Filing

License to Cover Cp

KRFM (FM) Fresno, Calif.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

WBRC-FM Birmingham, Ala.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

WCRB-FM Waltham, Mass.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WICC-TV Bridgeport, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

KTAG-TV Lake Charles, La.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

WNAO-TV Raleigh, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

WGLV (TV) Easton, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 23, 1957.

WSEE (TV) Erie, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Remote Control

WJBC-FM Bloomington, Ill.

July 24 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of July 20

KLBM La Grande, Ore.—Granted license covering changing ant.-trans. location and installation of new ant. and ground system.

Following were granted extensions of completion dates as shown: **WBRG Lynchburg, Va.,** to 9-15-56; **KBVM Lancaster, Calif.,** to 10-1-56, conditions; **WCAR Detroit, Mich.,** to 2-11-57, conditions.

Actions of July 19

KHEN Henryetta, Okla.—Granted license for am station.

KUBE Pendleton, Ore.—Granted license for am station.

WDMG Douglas, Ga.—Granted license covering increase in power.

WVCG Coral Gables, Fla.—Granted license to operate trans. by remote control from 223 Aragon Ave.

KVAN Vancouver, Wash.—Granted license covering changing from employing DA-1 to DA-N; change studio location and operate trans. by remote control from 707½ Main St., while using non-DA.

KDEF Albuquerque, N. M.—Granted license covering change of frequency.

Following were granted extensions of completion dates as shown: **KFEL Pueblo, Colo.,** to 9-7-56; **KAIM Honolulu, Hawaii,** to 12-14-56, conditioned that program tests will not be commenced until **KIKI Honolulu,** goes on other frequency and not licensed until KIKI is licensed on other frequency and authority not to be construed as authority to use fm ant. which is part of am tower and no change to be made in fm ant. system until appropriate application is submitted and approved and measurements re trans.

Actions of July 18

Following were granted extensions of completion dates as shown: **KBMB-TV Bismarck, N. D.,** to 2-11-57; **WAGA-TV Atlanta, Ga.,** to 2-10-57.

Following were granted authority to operate trans. by remote control: **KELY** from 1140 Ave. "F", **East Ely, Nev.; KFJB** from 133 E. Main St., **Marshalltown, Iowa; KSAN** from 1111 Market St., **San Francisco, Calif.; WCNH** from West Jefferson St. at Key St., **Quincy, Fla.; WJBC** from 209 E. Washington St., **Bloomington, Ill.**

Actions of July 17

Following were granted extensions for completion dates as shown: **KTTS-TV Springfield, Mo.,** to 10-17-56; **WKTF Warrenton, Va.,** to 11-16-56.

Actions of July 16

WMYN Mayodan, N. C.—Granted extension of completion date to 9-1-56.

KWFC Hot Springs, Ark.—Granted extension of completion date to 9-27-56, conditions.

Action of July 5

WDAF Kansas City, Mo.—Granted authority to operate trans. by remote control from 3030 Summit St.

July 25 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Telecasting Inc., Pittsburgh, Pa.—Granted motion for extension of time to and including Aug. 13 to file exceptions to Initial Decision in ch. 11 proceedings, Pittsburgh (WWSW Inc., et al.). Action July 19.

By Chief Hearing Examiner

James D. Cunningham

Bill Mathis, Abilene, Tex.—Granted motion for continuance without date of hearing conference now scheduled for July 24, re his am application and that of Key City Broadcasters, Abilene. Action July 19.

By Hearing Examiner Jay A. Kyle

WPGA West Point, Ga.—Ordered that hearing re application of WPGA for mod. of cp, now scheduled for Sept. 10, is hereby continued without date pending Commission action on WPGA's July 16 "Petition to reconsider and grant application, or in alternative, to dismiss application without prejudice." Action July 23.

By Hearing Examiner H. Gifford Irion

Taylor Bcstg. Co., Colorado Springs, Colo; Garden of the Gods Bcstg. Co., Manitou Springs, Colo.—Granted petitions for leave to amend their am applications; Taylor to reduce power requested to 1 kw on 1460 kc, D, and Garden of the Gods to reduce power requested to 100 w on 1490 kc, unl., and to effect slight change in trans. site and ant. height. Action July 20.

By Hearing Examiner J. D. Bond on July 20

Homestead, Fla.—Issued order after first prehearing conference re am applications of South Dade Bcstg. Co., J. M. Pace and Redland Bcstg. Co., all Homestead, setting forth schedule agreed upon as follows: preliminary or draft exhibits to be exchanged on or before Aug. 6; exhibits in final form to be exchanged on or before Sept. 24; hearing is continued from Sept. 11 to Oct. 3, and hearing of evidence shall be commenced on Oct. 10. Ordered that for appeal purposes effective date of this order shall be release date (July 24). Action July 20.

WLBR-TV Lebanon, Pa.—By Memorandum and Opinion Order, denied June 25 motion to reopen record filed by **WHP Inc., Harrisburg, Pa.,** re application to transfer control of WLBR-TV from Lebanon Bcstg. Co., et al., to Triangle Publications Inc.; record in this proceeding is reopened; transcript of oral argument upon motion is made part of record; record is closed, and effective date of this Memorandum Opinion and Order for appeal purposes shall be release date (July 24). Action July 20.

(Continues on page 101)

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RADIO

Help Wanted

Managerial

Manager-salesman for new Carolina rural daytimer by August 25th. Prefer man whose wife can fill position of copywriting-office detail. Box 280A, B•T.

Manager-salesman for competitive Virginia market. Must be able to sell. Salary plus commission. Terrific opportunity for right man. Box 302A, B•T.

Sales manager—five figures earnings and exceptional future for a "front-line" sales manager who can sell, hire and inspire) with major in New England, write full please. Box 314A, B•T.

Assistant manager. Major midwest market. Experienced young man with proven sales ability to be active in programming, engineering and announcing supervision. Emphasis upon sales. A permanent position with a future in a growing organization. Give all details including earning requirements in first letter. Box 334A, B•T.

Sales manager—experienced—for top regional station in large Michigan market. Must be self starter creative and know how to handle sales staff. Send full resume in first reply. Box 345A, B•T.

Sales manager wanted by leading station in area. Straight salary and commission to the man that qualifies. This is a fine community and a rich market. Send all information in first letter. Box 358A, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Sales executive with proven record; one of the best known stations in the Great Lakes area, long established and growing, offers an exceptional opportunity. Furnish complete information first letter. Box 196A, B•T.

Experienced salesman. Exceptional and solid deal. Midwest single market station. Long established network affiliate. Record must show evidence of real sales ability. Full details in confidence. Box 237A, B•T.

Wanted—salesman for West Coast station. Top salary and commission. Box 281A, B•T.

We need top salesman . . . and sales manager who likes to make money; to this man we can offer an exceptional financial future, Major independent in a New Jersey major. Box 315A, B•T.

Wanted: Young aggressive salesman by 31 year old, 250 watt Mutual outlet station in Wisconsin. Heavy on sports, music and news. At least 2 years experience required. Immediate opening. Write Box 351A, B•T.

Ideal opportunity open to aggressive, high calibre salesman. Straight salary and commission for right man. Wonderful community in rich market. Box 359A, B•T.

Salesman, independent station in expanding organization. Contact Program Director, KAWL, York, Nebraska.

Salesman wanted . . . can make up to $10,000.00 per year if you are the right man. Announcing helpful but secondary . . . contact WKUL, Cullman, Alabama.

Account executive for music-news. Guarantee $125.00 per week (not draw), or 15% whichever is greater. No ceiling on earings. Most saleable station on east coast. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to WLLY, Richmond, Virginia.

Announcers

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Wanted: Combo man—must have first phone and announcing ability. Pleasant rural Pennsylvania, good salary. Apply Box 191A, B•T.

Wanted: Announcer—third class ticket. All-around experience in small station operation for new Ohio station. Send tape. Box 275A, B•T.

Announcer-salesman for progressive New England station in metropolitan market. Salary and commission. Box 340A, B•T.

Virginia station needs announcer. 3 years minimum experience. Salary open. Apply by letter. If interested, we'll ask for tape. Box 356A, B•T.

Announcer-first phone for independent station. Contact Program Director, KAWL, York, Nebraska.

Wanted: Experienced announcer for network station. Permanent. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana.

Good announcer with first class ticket. $300 per month to start. Excellent working conditions. Contact Bill Vogel, KLOV, Loveland, Colorado.

RADIO

Help Wanted—(Cont'd)

Announcers

Announeer, all around ability. Some commercial experience required. No room for floaters, bad credit risks, personality problems, drinkers. Have congenial staff, want to keep it that way. Nice scenic area. Opening August 20. KMAN, Manhattan, Kansas.

This is directed to high calibre, single men with desire to learn and travel. Opportunity for two talent beginners in announcing plus. Travel paid. Two years contract $250 month. $25 raise every six months, housing, maid and duty transportation. Airmail full details, picture, short tape. KSBK, CPO 186, Naha, Okinawa.

Attention DJ's. Are you looking for an opportunity to make more money? Do you want to live in beautiful Florida? Top rated CBS station needs good DJ. $82.50 base for 40 hours, plus talent. Send tape and complete background to Manager, WBSR, Pensacola, Florida.

Experienced staff announcer needed immediately. Good pay. Possible PD opening for right person. Prefer midwesterner, no floaters. Rush tape, details to WCRA, Effingham, Illinois.

Immediately. Two experienced announcers. One general man, strong on news . . . one for teen age program. Good salary plus additional income available. Mail tape, photo, resume, and salary requirement. WESO, Southbridge, Mass.

Immediate opening for experienced, versatile announcer—strong on personality and showmanship. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Program director vacancy at established independent station, Must be versatile on-air and have highest character as well as business ability. Apply in writing with photo, tape and references. WFIN, Findlay, Ohio.

WFRL,Freeport, Illinois, needs a competent, experienced, mature announcer for general staff work. No sports, no DJ, no personalities.

Radio announcer—copywriter with experience. WJWL, Georgetown, Delaware. Phone 2567.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Immediate permanent opening—announcer experienced, all phases. First phone preferred but not essential. Submit full resume with tape. Al Scott, WNDB, Daytona Beach, Florida.

Wanted: Announcer-engineer—first phone, strong on disc jockey, for aggressive daytime indie. Airmail tape and letter of background. Room 900, 1012 Baltimore Bldg., Kansas City Missouri.

Technical

Chief engineer-announcer. 90 miles from New York. Box 283A, B•T.

West coast major market regional directional requires first-class engineers. $110 weekly, 40 hours. Advise full details including union affiliations. Box 308A, B•T.

Engineer-announcers, one with first ticket. Energetic, ambitious married men 250 watt small Arkansas market. Box 350A, B•T.

Chief engineer. Start as engineer-announcer. Opportunity to become chief after brief trial period. Contact Gene Ackerly, KCOW Radio, Alliance, Nebraska.

Engineer—September 1—must know maintenance—some announcing—permanent—salary open. Drunks and floaters don't apply . . . KWOC, Poplar Bluff, Missouri.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Engineer 1st class phone, wanted for transmitter operator at 50 kw RCA, tv transmitter. Vhf, channel, full power. Experience desirable but not a major requirement. Need car. $300.00 a month for 40 hour week with some overtime. Insurance plan. Write to Chief Engineer, WCHS-TV, Charleston 24, W. Va.

Wanted: Reliable engineer and announcer, first phone. Short hours, 250 watt. Tape, photo and salary expected. Contact C. W. Wright, Mgr. WGLC, Centreville, Mississippi.

Wanted: Experienced transmitter engineer. Excellent working conditions, 40 hour week. Car necessary. Contact Chief Engineer, WDNC, Durham, North Carolina.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer—experienced in operation of Western Electric 506B-2 fm transmitter. Good salary for 40-hour week. Write Chief Engineer, WITH-FM, Baltimore 3, Maryland.

Technician with first class license. Some announcing preferable. Howard Hayes, WOKO Albany, New York.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Newsman experienced with good voice. Must be versed in writing, rewriting and reporting. Eastern independent. $100. Box 297A, B•T.

Wanted: Experienced newsman. Someone interested in making a permanent home in medium-sized midwestern community. Must be experienced in all phases of news gathering and writing. Attractive salary for man willing to work and become part of expanding local station. Box 325A, B•T.

Special—wanted. Sales promotion campaign (organization or individual) wanted to put on a telephone deal on 50-50 basis at radio station in midwest. Write Box 355A, B•T.

Promotion manager for midwest major network affiliate in one of the first 60 markets. Department head status. A great opportunity to grow with a new expanding station. Box 357A, B•T.

Program director to do all phases of programming. Complete details and salary expected first letter. WASA, Harve deGrace, Maryland.

Program director wanted. An opportunity for good experienced announcer to advance. WJWL, Georgetown, Delaware. Phone 2567.

Situations Wanted

Managerial

Successful sales manager, with program and news experience, seeks chance to manage small market operation. Box 288A, B•T.

One of the best small-medium market managers in the business. Top record/references in management, engineering, announcing, writing, and especially sales. Spotless 11 year record radio and tv. Dependable family man, age 31, excellent planner, leader, workhorse. Worth far more than minimum requirement, $7,500 plus %. Available Sept. Box 295A, B•T.

PD—am-tv. Network experience. Creative "shirtsleeve" executive. Opportunity important. Any location. Box 301A, B•T.

RADIO-TV PEOPLE ARE OUR BUSINESS

Employers and Employees alike benefit from our years of experience of working both in and with the Broadcasting industry.

NATIONAL RADIO & TV EMPLOYMENT SERVICE

5th Floor
1627 "K" Street, N. W.
Washington 6, D. C.

RADIO

Situations Wanted

Managerial

Attention Florida! What have you to offer a high qualified manager with 19 years of experience. Operate under sound economy with constant drive for increased sales. High qualifications. High references. Box 330A, B•T.

Salesmen

Successful salesman seeks more lucrative association. Radio-tv—seven years experience. . . . college graduate. Box 287A, B•T.

Salesman, DJ, sports. Six years experience. Presently employed commercial manager, one kilowatt indie. Married. Veteran, reliable, seeking larger market and income. Will work hard and well to live comfortably. State salary first letter. Box 294A, B•T.

Announcers

Versatile announcer, experienced, top references, reliable, hard worker. Desires eastern metropolitan city. Want to join station that offers a future. Send for tape, details. Box 215A, B•T.

Ten years experience. Presently employed one of nation's top markets. Permanent position with opportunity. Consider all offers, including all-night disc shows. References. Married. Box 239A, B•T.

Award winning news director of regional network wants affiliation with major market indie. 15 years—political, sports, farm background. Air personality. Emphasis on local and state news coverage. Can direct complete news operation. Box 241A, B•T.

Exceptionally strong in both news and music. Four years experience with teacher training in college. Extremely dependable . . . excellent references. Single but no drifter. Box 259A, B•T.

Sports director, play-by-play, pops DJ, news, sales, married. Presently employed, seeking larger market. Box 260A, B•T.

Experienced announcer wants to relocate in eastern Pennsylvania or adjoining states. Versatile, dependable, draft-exempt, good station references. Box 276A, B•T.

Announcer, deejay, first phone, six years experience, family, currently program director. Box 279A, B•T.

Try me—broadcast school graduate, college radio experience. News, DJ, sports. Box 284A, B•T.

"Atomic energy"—I've been likened to that phase, initial development has begun, future potential "infinite". Energetic announcer needs 1st job. Be the first. Box 285A, B•T.

Announcer, good continuity writer. Recent graduate of Midwestern Broadcasting School. Purdue graduate (B.S. degree). Box 286A, B•T.

Attention small or medium market, southeast: Announcer 6 years wishes to relocate. Union station, union scale or good paying position. Presently employed, highly competitive, metropolitan area. Box 290A, B•T.

Football announcer. Top-rated Atlantic Coast conference regional network play-by-play. Available for southeastern collegiate football this fall, on free-lance basis. References, tape, furnished. Box 291A, B•T.

Young man, 21. Three years college education. Ambitious. Pleasant personality. Box 303A, B•T.

East, experienced staffer, now in 65,000 market. Like part sales. Young, family man. Only personal interview. Box 304A, B•T.

Sports director after two and a half years at a 50 kw is looking for a more sports-minded location. Like it here fine but not enough sports activity. Have done Southern Association baseball, college football and basketball. Present daily show is by far the top-rated in the area. All offers considered. Box 306A, B•T.

Top morning man—deejay—employed—wishes to relocate. Veteran—family. Box 309A, B•T.

Announcer available 2 weeks. Currently employed midwestern kilowatt. Combo—will relocate anywhere. Best references. Not drifter, drunk. Proven following. Details, photo, tape available. Box 313A, B•T.

Employed, dependable, experienced announcer—deejay wants to relocate in Pennsylvania, Connecticut, or New York. Available October 1st. References. Box 317A, B•T.

Announcer-DJ. 22, vet. Light experience. Desires permanent move. Tape, resume available. Box 319A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcing graduate, some acting knowledge, high thin voice, desire to announce free, for experience. Tape, resume, photo. Box 322A, B•T.

Experienced announcer seeking employment in NE. Strong DJ—news. Box 323A, B•T.

3 years tv—9 years radio sports and staff—top play-by-play, all sports—desire to relocate by September 15th. Location secondary to opportunity. Over 5 years present position—address all replies. Box 328A, B•T.

Experienced, veteran, strong on commercials, DJ and news, would like to work in northeast. Will send tape, resume and photo. Box 337A, B•T.

24, single, SRT graduate. 1 year experience. Strong on news, DJ and selling commercials. Write original copy, shows. Also guitarist-folksinger. Tape, resume, photo available. Box 338A, B•T.

DJ, subtle punch. News, 3 years experience. Baseball, basketball play-by-play. Box 344A, B•T.

Former singing DJ 50,000 watt radio—show business background—family man-presently employed staff announcer. 3 years experience. Interested in permanent position tv or radio as staff announcr—staff singer—possible kiddie show. Box 346A, B•T.

Attention CP, new and expanding stations. Experienced announcer looking permanent position. Prefer Florida and south but not essential. Available September. Box 347A, B•T.

Savoir faire . . . thanks to fifteen happy years in the business. All around network experience as announcer, host emcee, newscaster et al . . . commercials on all major networks . . . credits on request. . . . Available now. Prefer New York City, but will consider a reasonable offer. Box 349A, B•T.

(Continued on next page)

The Hollywood Division of GRANTHAM SCHOOL OF ELECTRONICS

moves to new, larger quarters on July 30, 1956

Our new address in Hollywood:
1505 N. Western Ave.
(At Sunset Blvd. on Western Ave.)
Hollywood 27, California

Grantham School of Electronics continues its specialty of the BEST FCC license training available.

—Correspondence or Resident Instruction—

Let us help you prepare for a brighter future with an FCC commercial operator's license. Send for our free booklet telling how you can get your FCC license *quickly* and make more money in radio and television broadcasting.

RADIO

Situations Wanted—(Cont'd)

Announcers

Commercial DJ, staff, experience, strong in news, can operate board, references. Box 353A, B•T.

Aggressive combo man desires position in Florida. First class license, sales training, graduate American Institute of Air. Contact Thomas Aaker, 407 E. 5th Avenue, Oakdale, Louisiana.

Announcer—7 years experience including copy, programming, traffic, record librarian. Desires progressive small station. Lou Emerson, 9426 Santa Monica Blvd., Beverly Hills, California.

Versatile announcer, 1st class engineer, college graduate, 12 years experience, available August 1st. Contact Jim Lynn, Westmore 6-2551, Marlin, Texas.

Announcer, first phone license. Five years experience. Desires good permanent job announcer. Harry Massingale, 1930 S. Ridgewood, South Daytona, Florida.

Colored female: Broadcasting school graduate, all phases of radio. Z. Palmer, 7948 Wabash, Chicago.

Broadcasting school graduate, 1st phone. Desires connection tv engineering and radio DJ. Russ Randolph, 2219 N. Parkside Avenue, Chicago.

Available September. Six years staff experience, college graduate, veteran, family. Prefer east of Mississippi. Box 1867, Bisbee, Arizona.

Cadillac class country disc jockey with television experience. Sober, references. Available August 15th. Call Chattanooga 5-3300.

Sportscaster-news-staff: Strong play-by-play. 2 years experience. BA in radio and journalism. Vet. 26. Ed Turon, 3267 Lexington, Lorain, Ohio, Ph 63476.

Technical

Experienced chief engineer-announcer with degree. Box 292A, B•T.

Engineering position. 3 years chief, 2 years announcing. Want permanent position, preferably Colorado or southwest. Box 305A, B•T.

Engineer, announcer, first class ticket, presently chief at fulltime network affiliate, competent maintenance, good announce, DJ potential. Available immediately. Box 316A, B•T.

Chief engineer 16 years experience administration, maintenance, construction. Graduate C.R.E.I., member I.R.E. Married, sober hard worker. Best references. Interested chief progressive am or tv operator. Contact Box 354A, B•T.

Programming-Production, Others

Newsman—all phases. Nine years radio experience. Married. Non-drifter. Box 335A, B•T.

I've been called a "trouble maker" and "hard to get along with" because I'm quick to spot fallacies and raise a fuss about them. I've also been called the best director-producer-announcer in the area. As a salesman I netted the station $10,000 in four months. I'm looking for a program director post where I can sink my teeth into station operation without fear of "tender feelings". Six years am and tv experience. Need a "trouble maker"? Resume or personal interview . . . no tapes. Box 339A, B•T.

TELEVISION

Help Wanted

Managerial

Commercial manager—leading vhf station interested in young, aggressive commercial manager with sound business judgement and executive ability. Must have successful record local and national sales, preferably some tv experience. Base salary and incentive arrangement offer excellent opportunity for right man in a growing organization. Replies confidential. WSAV, Savannah, Georgia.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Large vhf CBS midwest station has opening for local salesman. Applicant must be college graduate under 35 years of age and with television. Above average opportunities. Send complete details and snapshot to Box 162A, B•T.

Television salesman, Iowa, CBS, vhf full power, guarantee plus commission, send complete experience, full details, Box 324A, B•T.

Announcers

Announcer-director for CBS-TV affiliate, medium market Pennsylvania market, about September 15. Send tape and complete resume. Box 298A, B•T.

Wanted . . . experienced energetic television announcer. Must have ability to do convincing "on-camera" selling, good authoritative news delivery, and clean cut astute personality. Send tape, photo, and full information first letter. Location medium sized market in lower midwest. Box 326A, B•T.

King size vhf in a wonderful southeastern vacationland offers opportunity to experienced announcer capable of earning $150 per week and up with base salary and talent arrangement. Send resume and photo, we will request tape later if wanted. Box 336A, B•T.

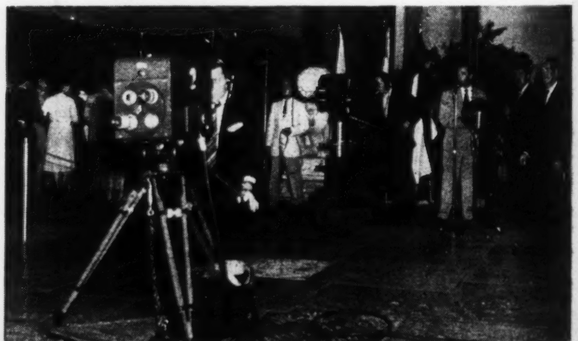
Experienced announcer-director, emphasis on live commercial announcing, prefer man with directing experience. Commercial vhf located in college town. Send photo, complete resume and salary to Program Director, KOMU-TV, Columbia, Missouri.

Technical

Need qualified engineer for permanent position in southwestern station. Excellent living conditions. No floaters. Give full details including minimum salary. Box 267A, B•T.

TELEVISION PRODUCTION EXPERIENCED

NORTHWEST STUDENTS DO RECENT, LIVE REMOTE TELECASTS FROM HOLLYWOOD GRAUMAN'S CHINESE THEATER, PREMIER SHOWING OF ALFRED HITCHCOCK'S LATEST SMASH HIT—"THE MAN WHO KNEW TOO MUCH", COVERING ARRIVAL OF CELEBRITIES.



ALL NORTHWEST STUDENTS RECEIVE PRACTICAL TRAINING LIKE THIS UNDER DIRECTION OF PROFESSIONALS IN COMMERCIAL TV, ASSURING YOU OF TOP PEOPLE, EXPERIENCED IN OVERCOMING EVERYDAY TELECASTING PROBLEMS. CONTACT JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE 1221 N. W. 21st Avenue
Portland, Oregon CA 3-72[illegible]

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Help Wanted—(Cont'd)

Technical

Need tv engineers. An experienced middlewest man to assist chief engineer at KELO-TV—KDLO-TV, Sioux Falls, S.D. Two tv technicians for KDLO-TV, Florence, S.D. Direct replies including qualifications, references, salary expected and returnable photo to N. L. Bentson, WLOL, 554 Northwest Bank Building, Minneapolis, Minnesota.

Educational noncommercial station needs engineer experienced in control room operation and maintenance. Send resume of experience and education with recent photograph. State minimum salary required. KRMA-TV, 12th at Welton Streets, Denver, Colorado.

Chief engineer—uhf experience General Electric 12 kw—KSAN-TV, 1111 Market Street, San Francisco, California. J. Paterson.

Engineer 1st class phone, wanted for transmitter operator at a 5 kw radio station with directional antenna at night on 580 kc. Experience not a major requirement. Do not need car but will be a help. $300.00 a month for a 40 hour week with some overtime. Insurance plan and profit sharing. Write to Chief Engineer, WCHS, Charleston 24, W. Va.

Operating supervisor. Full experience in construction, operation and maintenance. New GE-equipped station. Send complete resume to Chief Engineer, WTTW, 1761 East Museum Drive, Chicago, Illinois.

Five studio engineers. Experience desirable. Scale $85.00—$125.00 in 2½ years. Permanent positions. Send complete resume to Chief Engineer, WTTW, 1761 East Museum Drive, Chicago, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswrit**ing experience helpful. State salary requirements with resume. Box 509G, B•T.**

Experienced film editor, preferably female for large eastern vhf station. Must have television experience. Foward resume and salary requirements to Box 163A, B•T.

Continuity director for major network vhf in southwest. Must have proven writing ability, executive experienced or potential, thorough knowledge of tv production as it affects writing. Send complete background and salary requirements. Box 311A, B•T.

Top-flight girl wanted by central Pennsylvania tv station to handle promotion and write commercial copy. Prefer someone with experience and proven ability. Attractive salary for right person. Contact Jim Curtis, WSBA-TV, York, Pennsylvania.

Situations Wanted

Managerial

Executive, 35. Experienced promotional, coop sales. Former band leader-musician. College trained tv and radio. Idea producing shows. Box 352A, B•T.

Announcers

Sportscaster: Excellent play-by-play. Top reated television and radio sport shows. Desires good sports television and/or radio station position. News and special events. On camera commercials. Presently employed. Box 293A, B•T.

Announcer—MC. Local success stories. Have own show. Also direct. Box 300A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Former chief am station, desires a permanent, responsible position, with progressive vhf station. Presently employed at a maximum power, metropolitan vhf station. Experienced in all phases of tv technical duties. Installation, maintenance, and operational experience on all studio and xmtr. equipment, including RCA 3-V film and live color cameras. Box 321A, B•T.

Tv technican with four years experience, desires permanent position in either Ohio, Indiana or Illinois. Family. Best references. Box 341A, B•T.

Programming-Production, Others

Young woman with radio copywriting experience, graduating from college late August, desires start in tv. Box 277A, B•T.

If your production staff needs a responsible married veteran who will receive his advance degree from a Big 10 university this August, please write Box 278A, B•T.

Cameraman, assistant director. Experienced all phases. Will relocate. Excellent references. Box 289A. B•T.

Director—writer. Competent craftsman. Successful credits. Opportunity important. Any location. Box 299A, B•T.

Experienced cameraman, floorman, married, sober, reliable, now employed, desire change. Box 320A, B•T.

Director-handle switching, camera, etc. Expert film editor. Four years station experience. 27, married. Sincere, hard-working. Excellent references. Relocate anywhere. Box 333A, B•T.

1½ years experience. Cameraman and floor manager. Presently employed, references. Married. Desires position as cameraman or production. Relocate. C. E. McCabe, 810 S. St. Andrews Place, Los Angeles, California.

3 years tv experience all phases, film director, editor, photographer. Shoot, process SOF. Organized two operations. Family. Best references. Jerry Loper, 830 South Sheridan, Colorado Springs, Colorado. Melrose 4-2844.

FOR SALE

Stations

Small market stations, priced at or near costs. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Construction permit. Will sell outrighft for $2,250.00 or consider partnership. CP is for small market in upper midwest. Retail sales in county 23 million. Box 230A, B•T.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

RCA TT-5A high band transmitter, factor converted to air cooling. Box 310A, B•T.

GE slide projector—type PF-3-C, model 4-PF3-C4. Never used. Coast $2,750. Make cash offer F.O.B. Sacramento. KXOA Sacramento 15, California.

Self-supporting Leigh tower, 179 feet, available after October 31, 1956. Contact Radio Station WKNY, Kingston, New York.

Stabiline. Automatic voltage regulators . . . brand new—in original cases. Type EM 6210Y—electromechanical. 10KVA. Nominal output: 230 volts, 3 phase. Input voltage range: 195-225 V. 50/60 cycles, 3 phases. Output voltage range: 220-240V. Output current: 25 amps. Mfg. by: Superior Electric Co. Our price $495.00 each F.O.B., Jersey City, N. J. Surplus Merchandise Dealers, 408 Communipaw Avenue, Jersey City, Zone 4, New Jersey.

FOR SALE

Successful combination Radio and TV station located medium sized market in Midwest. Priced under $1 million. Inquiries invited only from successful and financially qualified operators. NO BROKERS. Letters from snoopers, investigators, and curiosity seekers will not be answered. Only inquiries from reputable known purchasers who can fully identify themselves will be acknowledged. Send replies to Box 331A, B•T

FOR SALE—(Cont'd)

To settle estate will sell at reduced price Bolex H-16 Deluxe Pan Cinon 20-60mm, Bolex Unimotion, Weston exposure meter, cases and large supply miscellaneous equipment. Third National Bank, Administrator of Estate of George W. Jobe, Rockford, Illinois.

WANTED TO BUY

Stations

Priced-right station wanted by responsible broadcaster with $25,000 initial investment. All replies confidential. No brokers. Box 329A, B•T.

Private sales. Oklahoma, Texas, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: Used General Radio frequency monitor, rf bridge 150′ tower. Box 214A, B•T.

Wanted—console and microphones—also any other used broadcast equipment available. Box 282A, B•T.

Wanted—record library 45 rpm, popular and western records only. Box 307A, B•T.

Uhf coaxial cable used . . . state size . . . age, condition and price. Box 312A, B•T.

Wanted to buy or trade 1 RCA 44 micro for 1 Shure model 300 multi-impedance. XEWV, Box 93, Calexico, California.

Complete fm station equipment. All details first letter. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately. **Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.**

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

THANKS GENTLEMEN

William M. Bigley, General Manager of KVMA, Magnolia, Ark., says: ". . . . As you know, we were able to sell them (news programs) in their entirety to one sponsor, the First National Bank of Magnolia . . . We believe that your personalized newscasts and your cooperation in preparing specific "pitches" to prospective sponsors is going to be one of the main reasons that your service will be received so enthusiastically by stations all over the country. . . . We find that by tying-on your reports to our news items from the press wire, we can create a very individualed style of news."

Thad M. Sandstrom, General Manager of KSEK, Pittsburg, Kans., says: "We're mighty proud of your service and our listeners and sponsors are quite impressed."

E. H. Keown, Manager, WQSN, Charleston, S. C., says: "We are most enthusiastic about our Washington and foreign correspondent. Selling them across the board is no problem at all."

Laurence News Features offers you your own staff of foreign correspondents, broadcasting over your station from the news capitals of the world—introducing themselves with your call letters and sponsors ID's—exclusively in your area. The cost is so amazingly low you will hardly believe it.

* Wire or write today for full information and an audition tape produced especially for your station.

Laurence News Features
245 E. 30th St.
New York 16, N. Y.

SERVICES

Transcribed open end syndicated radio shows that local sponsors will buy. Eight big radio programs; music, interviews, drama, children and womens shows. All lengths. Realistically priced. Request details and audition tapes. Box 75872, Sanford Station, Los Angeles 5, California.

EMPLOYMENT SERVICES

General manager for new radio station in a small market in Alabama. Growing chain with ambitious plans for expansion requires the services of a settled family man with a steady employment record. Must have strong sales background. Preferable age 28 to 48. Car required. There is an excellent opportunity for advancement for the right man. Starting salary is $10,000 plus percentage and potential earnings are to $16,000. Contact: Mr. Rick Brough, Director of Space and Time Sales Personnel, Salesmen Unlimited Agency, 15 East 40th Street, New York 16, New York. Murray Hill 6-1122.

RADIO

Help Wanted

Managerial

MANAGER SEEKING OPPORTUNITY

Prefer man strong in sales who has had experience as Manager or Sales Manager of medium size station, who would like to join group-owned stations as Manager of Midwestern 5 KW Independent . . . in City of over 500,000 population. Compensation would be on salary and participation in profit plus many other benefits and unlimited opportunities for advancement. Send facts and photo. Box 348A, B•T

Salesmen

RICH REWARD
FOR A
GOOD RADIO SALESMAN

$$$$$$ Opportunity for 5 Star Salesman. Stop grubbing for nickels and dimes and start digging for Dollar$. Our big mine covers the Metropolitan Detroit area of 4½ million population. Liberal guarantee plus commission but you must have some radio sales experience to qualify. Give complete background and enclose a recent picture in your first letter.

Box 185A, B•T

Announcers

COME TO THE INDIAN COUNTRY FOR REAL WAMPUM

Also American cash. Because of expansion program, need three additional staff members. Excellent future for all. Permanent. Paid insurance program. Paid vacation. Extremely fast growing area. 5,000 watts Independent. Top pay for the area. Only experienced personnel with top references need apply. Positions open: Chief Engineer-announcer; salesman, some announcing; write-announcer. Send full particulars. Reply Merle H. Tucker, KGAK, Gallup, New Mexico.

RADIO

Help Wanted—(Cont'd)

EXPERIENCED ANNOUNCER
(No beginners)

Chance to make good money while attending 4-Yr. University. Night shift top 5 kw Independent. Must be good DJ-News. Send resume, references, tape, picture to: KTRN, Wichita Falls, Texas.

DISC JOCKEYS!

Tired of beatin' your head against the "I don't have any ratings" brick wall??? Want to murder your competition . . . with ratings, of course! For practically nothing, I am selling my private, successful formula of one of the highest ratings in a major market in the country. One Disc Jockey to a city! For details write to Box 246A, B•T

ARE YOU . . .

Experienced 5 years as radio engineer?

Thoroughly familiar with AM and FM operations, Western Electric equipment?

Interested in becoming Chief Engineer at top independent in major Eastern market—at top salary?

YOU ARE?

Then tell us everything . . Today!

Box 327A, B•T

Situations Wanted

Announcers

ATTENTION COUNTRY MUSIC STATIONS

Available soon . . . Country DJ-Artist Thoroughly experienced all phases of announcing. Also several years experience as PD and Manager. Can write copy, sell, produce jingles. Best of equipment . . . guitar, PA, wardrobe, car. Married, vet. Contact Box 332A, B•T

Programming-Production, Others

HOW TO GET AHEAD!

A clear thinker and self-starter, with the creative know-how to stimulate interest and close sales, seeks challenging job in New York City with broadcasting outfit or ad agency.

Can lead as well as follow.

Man of experience, initiative and ability in radio-tv spot and station sales, sales development, promotion and merchandising.

Excellent contacts. Top references.

Box 296A, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

ADVERTISING PROMO MANAGER

Heavy radio-TV background—station . . . TV Film . . . Spot—Both administrative and creative . . . Sales and client, direct mail, ads, exploitation and P.R., merchandising . . . Female, references. New York area. Box 343A, B•T

TELEVISION

Help Wanted

WANTED: Announcer-Directors, Cameramen, Video and Maintenance Engineers—RCA Equipped. Send complete resume, pictures, tapes, and salary expected for 48 hour week to: Program Director, WUSN-TV, Charleston, S. C.

Salesmen

Dynamic Salesman wanted by Dominant Station!

A golden (and we mean *golden*) opportunity for one man who *likes* to sell almost as much as eat—who *doesn't* like to take "no" for an answer—who *believes* in himself and in what he is selling. He'll be associated with WXEX-TV, the dominant station in Richmond, Petersburg & Central Virginia. If you think you measure up, we have all the ammunition you'll need—top story, top promotion, top pay. Address reply to Irvin Abeloff, 6200 Broad St. Road, Richmond 28, Va.

Technical

BROADCAST ENGINEER

. . . . to operate mobile color TV equipment. Must have at least two years black and white video control experience. Some maintenance experience desirable. Considerable nation-wide travel involved from Philadelphia base. Liberal salary, benefits and expenses. Send complete resume.

Box 250A, B•T

BUILDING? REORGANIZING? EXPANDING?

THE KEY to a profitable operation may be a
—QUALIFIED man on your staff at
—SUPERVISORY or MANAGEMENT level with
—successful DIVERSIFIED EXPERIENCE in
—ENGINEERING, OPERATIONS, and SALES from
—license application to PROFITABLE OPERATION!

For resume, references, interview, write Box 342A, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

ASSISTANT PROGRAM MANAGER TV

For major market West Coast station. Prime requirement is thorough background in film programming with knowledge of current available feature and syndicated film packages, such as stars, story line, ratings, etc., since intelligent film scheduling to be a major duty. Also require studio and remote operational background, experience in film room operating procedures and program department personnel assignments. Ability to make sound administrative decisions in program manager's absence is imperative. Any applicant should be prepared to assume responsibility for the many and varied details occuring to a program manager. For the right man desiring to make a move to the finest city on the West Coast we are prepared to pay up to $10,000 per year.

Box 224A, B•T

FOR SALE

Equipment

SATELLITE OPERATORS

Federal 2000mc video microwave system with 10 ft. parabolas. Good working condition. Audio channel unit included. Now accepting offers. Contact J. R. McKinley, KTVR, Denver, Colorado.

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

WANTED TO BUY

Equipment

Wanted

RCA TV remote truck or equivalent containing two or three Image Orthicon chains. Truck and equipment must be in good condition. Send photos, equipment list and price. All replies promptly acknowledged. Box 201A, B•T

FM TRANSMITTER

2.5 to 10Kw. complete. Send details, price and conditions to: Radio Programas de Mexico, S.A. P.O. Box 1324 Mexico City, Mex.

SERVICES

VERN KING ENTERPRISES

- PRESENTS -

CUSTOM TAPED COMMERCIALS.....

AT LESS THAN LOCAL COSTS......

Any 10 one-minute commercials only $5.00 recorded in our hi-fidelity sound studios by experienced announcers on the latest Ampex equipment. (7½IPS). Tapes shipped same day copy is received.

Postage paid if order is accompanied by check.

No charge for tape if returned in 30 days.

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Continues from page 94

UPCOMING

AUGUST

Aug. 16-17: RAB western managers' conference, Palo Alto, Calif.

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 31-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park.

SEPTEMBER

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.

Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

Sept. 13-14: RAB northeastern conference, Skytop, Pa.

Sept. 13-14: Michigan Assn. of Radio-Tv Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 29-30: Second annual RAB Nat'l. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 9: Calif. State Radio-tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	**Nicollet Hotel Minneapolis**
Region 7 (Mountain States)	Sept. 20-21	**Utah Hotel Salt Lake City**
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	**St. Francis Hotel San Francisco**
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	**Okla. Biltmore Okla. City**
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	**Shoreham Hotel Washington**
Region 1 (New England)	Oct. 15-16	**Somerset Hotel Boston**
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	**Sheraton Lincoln Indianapolis**
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	**Dinkler-Tutwiler Birmingham**

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editorials

What Does the Advertiser Buy?

ACCUSATION of the Federal Trade Commission that nine package goods manufacturers who have participated in the CBS "Super Market," NBC "Chain Lightning" and ABC "Mass Merchandising" and "Radiodizing" plans are indulging in discriminatory promotional practices raises anew the whole question of merchandising by broadcasters and other media.

The FTC complaints, described as first of their kind, are not leveled against the networks for setting up the various plans whereby certain grocery store chains agreed to give special in-store displays to products advertised on network stations in exchange for free store plugs on those stations. Instead, the complaint is lodged against the manufacturers who, the FTC charges, are through this procedure giving some stores favored treatment not available to other retail outlets for their merchandise. This, the FTC contends, is in violation of the Robinson-Patman Act which outlaws discriminatory allowances.

It is not our purpose here to discuss the validity of the FTC complaints. Such organizations as General Foods, Coca-Cola, P. Lorillard and Hudson Pulp & Paper are competent to handle their own defense against any charge of illegal practice.

Our concern is rather the whole concept of merchandising as it applies to broadcast advertising. Certainly, there is nothing wrong in a station or network using its own facilities to promote its own interests. There is every reason for a broadcaster to use airtime for audience promotion to attract more listeners for sponsored as well as sustaining programs. But just as certainly, there is a point at which promotional activities depart from the area of what is proper and become in effect concealed rate-cutting, by giving the advertiser more than his contract entitles him to.

Just where the dividing line should be drawn between what sales help a broadcaster ought to give his clients and what he should charge them for has not generally been determined.

Maybe the FTC hearings to be held this fall will help to clarify this controversial question and to provide some guideposts for all broadcasters to follow. We hope so. Meanwhile, we'd like to repeat an old warning about whether or not to give merchandising to station clients without charge: When in doubt, don't!

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Sid Hix

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The Barrow Network Study

OVERSHADOWED by the crush of inquisitorial activity at this session of Congress has been the quiet "study" of the networks undertaken by the FCC's special staff headed by Roscoe L. Barrow, the law school dean borrowed from the U. of Cincinnati. His staff of a dozen has been probing, interviewing and button-holing people in all walks of tv. Questionnaires have gone to networks and stations. Groups representing just about every segment of tv have been asked, in closed sessions, to tell all.

The only public notices about the study group have come in infrequent announcements of personnel appointments and in comments which may have been dropped here and there by those interviewed, or when Mr. Barrow has been called upon to answer questions of House or Senate committee members. (Dean Barrow or a member of his staff usually is present at all Hill proceedings.)

Mr. Barrow almost invariably ducks when Congressional questions are asked. He begs off on the ground that the study is in its preliminary phases, and that the group may have something to report early next year, and by no later than June 30, 1957, when its present $221,000 budget runs out.

But the dean was cajoled before the Celler Antimonopoly Subcommittee hearing a couple of weeks ago into making a statement that may have dire forebodings. He said that the basic complaint of station representatives "is that the option time provision gives the networks such an advantage that they [the representatives] are unable to compete effectively with the networks."

Our concern here is that Dean Barrow and his staff may not have adequate indoctrination on how the business of broadcasting functions. Station representatives are not licensees. They do not compete with the networks. They represent their stations in the development and sale of national spot business.

The licensees—the stations themselves—appeared in large numbers before the Senate Commerce Committee and testified that networks are essential and that option time is a prerequisite to efficient and profitable network operation. They testified that local and national spot business would suffer if there were no option time because valuable adjacencies would be lost.

Station representatives, as we understand them, do object vigorously to network representation of affiliated (as distinguished from their owned and operated) stations in national non-network business. They contend this gives the network opportunity to manipulate and control virtually all desirable time. They complain, moreover, about network use of fringe or non-option time, and of networks selling time on a spot basis.

We know of no reputable representatives who advocate abandonment of networks or elimination of all option time. The representatives have a formidable organization—the Station Representatives Assn. SRA did not appear before the committees of Congress to urge any changes in the law or the rules.

Dean Barrow's group would be wise to recanvass the station-representative relationship. If Dean Barrow's understanding of that phase of the problem is as he portrayed it to the Celler Committee, we fear the worst on the study group's overall job.

'The Public Is King'

ELMER C. RHODEN, president of National Theatres, upbraids the nation's newspapers for committing journalistic suicide by giving what he describes as too much "free publicity" to radio and television. He based his observation on a survey of 16 newspapers in five metropolitan areas.

Mr. Rhoden's survey is rather unorthodox. It measures "publicity" which, we assume, means editorial content against paid advertising. To wit: "Much to our amazement, we found newspapers are building up their biggest competitor for the advertising dollar, television and radio, with publicity running two to one for paid advertising. At the same time motion pictures, using five times as much ad space as television and radio, received publicity and news on a ratio of 50% of advertising."

We confess difficulty in following Mr. Rhoden's reasoning. Since when do newspapers, notably in metropolitan areas, exchange editorial space for display advertising linage?

If Mr. Rhoden's philosophy were followed, we would have the news columns filled with comments of department stores, as the largest users of display space, and with columns of stuff about proprietaries and laxatives, along with tooth brushes and trusses. Conversely, the sports pages would be devoid of baseball, football, golf and amateur events, because these endeavors do little or no advertising.

We are unfamiliar with newspapers that go out of their way to give radio and television space just to help them along. We always had the notion, which not even Mr. Rhoden can shake, that newspapers print what their subscribers demand. Otherwise they would lose circulation to those that do.

Could it be that Mr. Rhoden has overlooked the possibility that the public isn't as movie-conscious as it used to be and that newspapers therefore have cut their "coverage" to maintain the editorial balance that the public demands?

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